

INDIANAPOLIS

JUL 25 1913

PUBLIC LIBRARY

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIV

NEW YORK, JULY 24, 1913

No. 4

UPON this, the occasion of your Silver Anniversary, the house of Ayer & Son extends to you, Printers' Ink, a sincere felicitation.

Through all your twenty-five years it has been our pleasure to journey with you cover to cover through each and every number of your issue and the observance of your fine performance in the furtherance of that which advertising is basically sound and good has been to us a source of continuous satisfaction.

The proportion of this issue is a well-earned tribute to your success. You have done well, Printers' Ink. Yours, to us and countless others, has been a life of practical help and usefulness.

As one among the oldest of your friends, we esteem it a privilege to express to you our best wish for an increasing measure of prosperity throughout your future years.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

The Ambitious Motto "Forward"

The remarkable fact is that Wisconsin lives up to the motto.

"Wisconsin has at least one fad, so far-reaching in its potentialities that it deserves to be called 'The Wisconsin idea'" says Elbert Hubbard.

"This idea is the expansion of the University through Public Schools to the end that the Entire State shall be a School Campus and every schoolhouse an integral part of the University.

"The old idea of education being exclusive and for the few, is being challenged here as nowhere else in the world."

The Wisconsin Agriculturist

is an important factor in the "Forward" movement of this State.

Look over any issue and see the problems it deals with, the help it furnishes the farmer.

Then remember that THE WISCONSIN AGRICULTURIST is subscribed for by one out of every three farmers throughout the State.

Only the strongest and most direct and personal editorial policy could succeed to such an extent with such a clientèle.

Consider the value of such a standing from an advertising standpoint.

The Wisconsin Agriculturist

RACINE, WISCONSIN

ARTHUR SIMONSON

President

Wallace C. Richardson, Inc.

Eastern Representatives,
41 Park Row, New York City.

FRANK W. LOVEJOY

Director of Advertising



George W. Herbert, Inc.,
Western Representatives,
Advertising Building,
Chicago.



Cash Rebate—A pro rata rebate will be paid each advertiser if the net paid circulation falls below 60,000 copies weekly

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIV

NEW YORK, JULY 24, 1913

No. 4

Silver Jubilee Brings Greetings from Many Old Friends

How "P. I." Has Marked the Reefs and Shoals

By Edward Freschl

Pres., Holeproof Hosiery Company, Milwaukee.

I WAS surprised to hear that PRINTERS' INK is *only* twenty-five years old. I was under the impression that it was a great deal more venerable than that as the publication dates back in my mind to the time when I used to read such other American institutions as *Youth's Companion*, *St. Nicholas*, etc.

It is pleasing to have an opportunity to tell you on this occasion how much PRINTERS' INK has meant to me, and how I have looked forward each week for a great many years to its appearance. The thought often occurred to me that PRINTERS' INK did nothing so much as to mark the reefs and shoals on what might have been considered the uncharted sea of advertising. I am sure that advertising men (and no less so, business men) have gained more exact knowledge, information, and advice from PRINTERS' INK than from any other one source in the past twenty-five years; I really think that this is no exaggeration.

You ask me what I consider to be the most important developments in advertising during the last twenty-five years; I myself have only been directly connected with advertising for the past fifteen years, and, therefore, may not be authorized to give an opinion regarding the preceding ten

years. However, I think you will admit that the greatest development and progress in advertising have been made in the past fifteen years or less, just as has been the case, for instance, in the development of applied electricity, in which latter science I am sure everyone will admit that more progress has been made in the last fifteen years than in all the centuries preceding them.

At any rate as far as the last fifteen years are concerned, there is one thing in particular that strikes me as having been the most important and valuable feature of all, and that has been the improvement in the service rendered by advertising agencies. I think that almost all advertising progress has been, directly or indirectly, the result of this knowledge on the part of advertising agencies how best to serve their clients. At first I was going to say that the greatest progress in advertising has been the emphasis placed on the importance of "honesty in advertising"; but on second thought I believe that even this feature is a result of the fact that advertising agencies have discovered and have impressed on their clients the fact that in advertising, as well as in anything else, honesty is the best policy.

It is hardly necessary for me to say that PRINTERS' INK deserves unlimited credit for whatever progress has been made in this direction in the last few years.

I need hardly add an expression of my wishes for continued success as the opinion of your publication I have given you implies them; but I do want to say that

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I hope, possibly from a selfish standpoint, that PRINTERS' INK will continue to come to my desk every week for many years to come.

Has Reflected Growth of Great Industry

By F. W. Ayer

Of N. W. Ayer & Son

IT seems hardly possible that it is almost twenty-five years since I saw the first copy of PRINTERS' INK.

While I cannot fairly call myself exactly a constant reader, our house I think has been a regular subscriber to the paper from its beginning and much of the time a patron of its advertising pages.

I am of the opinion that we always thought it Mr. Rowell's fault rather than our own when what we have been wont to consider the Ayer & Son page was otherwise occupied.

As the last remark would indicate, PRINTERS' INK will never cease to be to me a constant reminder of its founder, Mr. George P. Rowell, with whom I became acquainted in the early seventies and whose virility and versatility made him, first, a dangerous competitor, later a formidable rival, and finally a firm friend.

The advertising business has seen its greatest growth in the twenty-five years in which PRINTERS' INK has had its development. Indeed, I think it may fairly be said that the development of PRINTERS' INK has reflected very much the growth of legitimate advertising business of which it has at all times been the earnest advocate.

Can you tell me of any business which has made greater advances in these twenty-five years than are chronicled in the growth of advertising? Among the latter, none appear to me of greater importance than the transfer of advertising from its one time classification as a special deal of questionable desirability or even propriety and its later designation in many organizations as a department by itself, into its legitimate function as

a constructive and co-operative force in salesmanship and, as such, entitled to classification in the selling department of all legitimate business enterprises in which salesmanship plays any appreciable part.

Next to this, I appreciate the steadily increasing recognition of the importance of the relationship which the advertising agent sustains to advertising, of the fact that the agent is entitled to legitimate compensation and profit, and of the further fact that the advertiser is entitled to know just what that profit is and exactly what service it covers.

It was in the discussion of these points that the issue was first raised between Mr. Rowell and myself, and I count among the most satisfactory of my business experiences the ultimate concurrence of Mr. Rowell in the correctness of the position taken by this house in 1873, and to which steady adherence has since been had by us.

Best wishes for the still greater success of "The Little Schoolmaster" in the years to come!

Telegraphic Greeting from Cyrus H. K. Curtis

GLOUCESTER, MASS.

JOHN I. ROMER,

12 West 31st St., N. Y. City.

ICONGRATULATE PRINTERS' INK on its twenty-fifth birthday. Most important developments are elimination of objectionable advertisements, the greater care in preparation of and writing copy, and consideration of mediums to be used, consequently more respect for the value and force of advertising intelligently done. CYRUS H. K. CURTIS.

Identity of Advertising and Selling

By George E. Long

Vice-Pres., Jos. Dixon Crucible Co., Jersey City, N. J.

YOURS of June 30th is received and I do wish you would not rub the years into me

A Service Women Look For—

The woman who regularly reads any one of The Butterick Trio (*The Delinicator*, *The Designer*, *The Woman's Magazine*) is confronted month after month with suggestions and authoritative information on subjects in which she is vitally interested.

She sees spread before her, fascinating designs of the latest fashions. She reads of the newest novelties for the home. She sees illustrations of the latest kitchen utensils, labor saving devices and other methods of increasing home comforts.

Every one of the household departments in these magazines provides a monthly service which the woman looks for. Your sales-story in The Butterick Trio will be regarded as part of this sought-for service.

The manufacturer who advertises in The Butterick Trio places his sales-story before women in a purchasing attitude of mind. This gives The Butterick Trio a *direct* sales influence which every manufacturer of products purchased by women can take advantage of. October forms close August 5th.

The Butterick Trio

**Guaranteed Average Monthly
Net Circulation 1,400,000**

James A. Townsend,
Western Adv. Mgr.,
1st National Bank Building,
Chicago, Ill.

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Building,
New York.

after this fashion. Last May I completed my thirty-sixth year with the Dixon company, and I well remember when PRINTERS' INK started out under that wonderful advertising man, George P. Rowell.

If you want to know my opinion of PRINTERS' INK, then you have had it in the subscriptions I have sent you for our different branch managers, and I am assured by them that PRINTERS' INK is something quite different from what they always thought it to be. They find it is a positive help to them in their selling departments, although they had been of the opinion that it was "advertising only." You will see, therefore, that they, like so many others, divorce advertising from selling, and do not recognize the fact that advertising and selling are one and the same thing.

"Printers' Ink" as Factor in Development

By Charles T. Jeffery

Pres., The Thomas B. Jeffery Company,
Kenosha, Wis.

PERMIT me to congratulate you in advance upon your twenty-fifth anniversary.

It seems to me that the development of advertising during the past twenty-five years has been always associated with that of PRINTERS' INK.

Those ideals for which PRINTERS' INK has stood have, in a large measure, been attained by conscientious advertisers and that type is always most successful.

In my opinion, the most important developments in advertising during the past twenty-five years have been the elimination of all fraudulent or deceptive advertising by all publications of standing; the growth of co-operation in advertising and selling between manufacturers and dealers, and the constantly growing spirit of fairness in all business transactions which honest advertising tends to promote.

The honest advertiser is to-day pretty well protected against unfair competition by the rules laid

down by the better class of publications for the protection of their readers.

The modern advertising campaign is justly a very important part of a well-designed sales and advertising plan.

Finally, experience in advertising has taught us that the action of every employee, every letter we write, every impression created by any concern, by the action of any one of its employees—public or private—has its effect upon the sale of the article manufactured and the attitude of the public toward that concern.

This has given rise to the development of what is known as advertising to promote the spirit of the house. This imposes an obligation upon everybody concerned with an enterprise which is vastly more far-reaching than our early ideas of advertising led us to believe was possible.

Development that Grati- fies Him Most

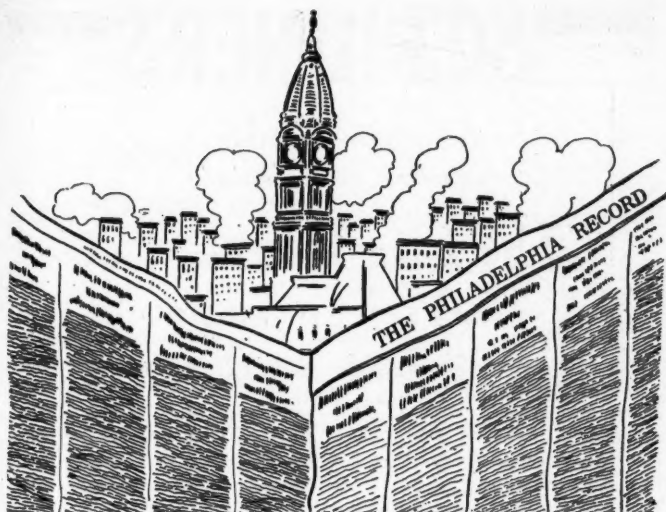
By Fred Mason

Vice-Pres. and Gen. Mgr., Shredded
Wheat Company, Niagara Falls, N. Y.

I AM not an "advertising man," and am not supposed to be boosting advertising, but I am frank to say that in my opinion the most important development in advertising during the last twenty-five years has been the gradual hooking-up of advertising and salesmanship. I am by training and experience a merchandiser, having spent the active years of my life in promoting the interests of trade and endeavoring through state and national organizations, as well as in other ways, to raise the standards of merchandising.

I have not only lived to see these standards raised, but it has been my privilege, especially since coming with this company, to see the standards of advertising raised until the tone and literary quality are such as to command the attention of intelligent people. Instead of being a "hopper" into

(Continued on page 10)



In the City of Recordville are 175,000 homes that can only be entered through the columns of "The Philadelphia Record."

They are prosperous homes—homes in which there are children—homes in which the luxuries of yesterday are the necessities of today—homes in which the mothers are willing to buy whatever appeals to their home-making sense—homes in which the fathers are well able to pay the bills.

Of such is the city of Recordville—a city of 175,000 homes that can be entered only through one newspaper—"The Philadelphia Record."

These people read "The Record" because they like it—because they believe in it—because they trust it—and it gives to its advertisers the introduction of a personal friend.

Ask us how we would introduce you to the city of Recordville.

"The Philadelphia Record"

The Pioneer One Cent Newspaper of America

SCRIBNER'S

*In the September Number
Mr. Roosevelt contributes*

The Life History of the African Lion

the first of four articles on the Life Histories of the Great African Animals—The Elephant, The Rhino and the Hippo, The Buffalo and Giant Eland. Of these articles, Mr. Roosevelt says:

“These are in no sense hunting articles. I have elsewhere described the chase of the big game. Far more interesting than the chase itself is the observation, the study of the life histories of the strange and wonderful creatures of the wilderness. These articles represent an attempt to present the life histories of the most interesting among the beasts of the African jungles; they are based mainly on first-hand observation, but are also in part based on the cumulative observations of many other men.”

Here is Theodore Roosevelt, the man—entirely separated from politics and the petty affairs of men—dwelling on the life of wild creatures with infinite care and deepest appreciation. There is a great fascination in these studies. The articles are fully illustrated by photographs and drawings. They are to appear in September, October, November and December.

Forms for September close August 5th

SCRIBNER'S

*Important
Announcement
for Next Year*

Theodore Roosevelt

will contribute to *Scribner's Magazine* the account of the trip which he will take in the early months of 1914 into the Paraguayan and Brazilian interior, where he expects to travel by canoe and on foot through the great South American tropical forest. His observations of the country, the people, the game, the small birds, and the flora will appear solely in *Scribner's Magazine*.

¶ Mr. Roosevelt's articles are especially characteristic of **SCRIBNER'S FOR 1914**. Our editors say "A great year — some of the most splendid numbers we have ever issued."

\$250 per page—for the present

which are poured from year to year the profits of manufacturing, advertising is now regarded as an investment which requires the direction of a master mind which is in daily and intimate touch with the manufacturing process as well as with the sales methods.

It is this close relation between advertising and selling that has finally made advertising one of the vital factors in marketing such products as shredded wheat. With a fine product that stands on widely acknowledged merits and a clean selling policy that keeps the channels of distribution open and in a friendly attitude, there is no reason why the benefits that have come from advertising may not be fully realized. In order to bring about this happy condition, however, there must be harmonious co-operation between the advertising and merchandising departments, and this happy consummation is to my mind the most gratifying development in the field of advertising and merchandising during the last twenty-five years.

Debt of Civilization to Advertising

By R. D. Chapin

President, Hudson Motor Car Company

I WONDERED if the twenty-fifth anniversary of PRINTERS' INK were not about due. I can remember borrowing copies of your paper from a friendly newspaper office when I was a boy, and found it just as interesting reading to me as the fantastic boys' tales then so popular.

You have always made PRINTERS' INK both readable and instructive, and in this respect it has antedated the advertising copy of to-day. Two decades ago the advertising done by the average American firm was often uninteresting, and infrequently cleverly enough done to get the desired results for the expenditure involved. PRINTER' INK has had a great influence in raising the whole tone of our American advertising through its inspiration

to the men who wrote the copy or who paid for it. Your publication has had much to do with the employment of better brains to handle the advertising work of various industries of the country, and at the same time raise the standard of the publications themselves.

This very improvement in the quality of American advertising has had a great influence in our modern civilization. To-day we buy a heavy percentage of the things that we eat, wear and use because they have an established name. In almost ninety-nine cases out of a hundred that name is obtained through consistent advertising.

I think the most important development in advertising in the last twenty-five years has been its ability to almost force us unconsciously to purchase advertised articles rather than unknown brands.

Big Moral Achievement Commemorated

By Hugh Chalmers

Pres., Chalmers Motor Company, Detroit, Mich.

I DO indeed congratulate you upon the twenty-fifth anniversary of the birth of PRINTERS' INK. It must be a source of great personal pride to you to look back over these twenty-five years and realize the great amount of good work which has been done by PRINTERS' INK in behalf of better advertising.

Advertising is not a new thing; yet the past twenty-five years have seen greater advances in advertising than all of the centuries which preceded them. PRINTERS' INK came into existence at a time when an unfailing advocate of more and better and cleaner advertising was most needed. And PRINTERS' INK has labored vigorously and consistently for higher advertising standards.

On the occasion of your Silver Jubilee I want to send you my very best wishes, my thanks for what you have done in the past and my sincere hope that you and

**Members of the
New York Stock Exchange**

purchased 20,000 copies of the July Magazine
Number (regular issue of June 28) of

The Outlook

which contains an authoritative article, by
Harold J. Howland, on the workings of the
Stock Exchange, entitled "Gambling Joint
or Market Place?" which every business
man should read.

A Leading Railway

purchased 10,000 copies of the issue of July 5,
which contains an important editorial by

Theodore Roosevelt

entitled "The Living Wage and the Living
Rate," which is a plea for justice in dealing
with the railways.

*Advertising space in a magazine of
this character is valuable and is
sought by discriminating advertisers*

The Outlook

287 Fourth Avenue

New York

PRINTERS' INK may thrive and gain in influence in the next twenty-five years to come as you have in the past.

The Silver Jubilee of PRINTERS' INK appeals to me as an appropriate time to speak of what I consider the best work you have done. Twenty-five years ago—yes, even ten years ago—the thing most needed by advertising in general was a higher standard of honesty.

I believe that most present-day advertising is honest, and I think this is the most important development in the entire field of advertising in the past twenty-five years.

The world is not going backward; it is going forward. The moral standards in all lines of business to-day are higher than they were a quarter century back. In the growth of honest business methods, I think, however, that advertising, which is the mouthpiece of business, has not until more recently made the forward strides it should have made. The great publicity given dishonest advertising through PRINTERS' INK and a few other publications; the model statute devised and written by the men who publish PRINTERS' INK; the growth of advertising clubs and associations throughout the United States have, however, awakened the business world to the necessity of clean and honest advertising.

The celebration of the Silver Jubilee of PRINTERS' INK should, I think, be more than a celebration of twenty-five years of success. It should be the commemoration of a big moral achievement, which has been brought about by PRINTERS' INK more than by any other publication or group of publications in the advertising world.

Again I congratulate you.

A Pithy Tribute from an Old Friend

By H. V. Scott

Vice-Pres., Gordon-Van Tine Company, Davenport, Ia.

SO PRINTERS' INK will be twenty-five years old this month?

This is a wonderful record, and a publication that can keep the

interest of its readers for twenty-five years is certainly a marvel.

PRINTERS' INK is the one publication that comes to my desk that I always take home with me.

I do not believe that any man who is interested in advertising, can afford not to read PRINTERS' INK.

Allow me to congratulate you and your associates on this twenty-fifth anniversary.

New Agency in Toledo

Herbert H. Stalker, for four years head of the copy department of the Miller Advertising Company, Toledo, will establish the H. H. Stalker Advertising Company on August 1, in that city. The new company will do a general advertising agency business.

Mr. Stalker, who has served the Toledo Advertising Club as its secretary, was also secretary of the Central Division of the Associated Advertising Clubs of America, and is a member of the National Vigilance Committee.

Edmund W. Beatty, who has been Mr. Stalker's assistant for some time, will be associated with him in the new company.

Howland in "Suburban Life"

Harold J. Howland, for ten years a member of the editorial staff of *The Outlook*, and now associate editor of the *Independent*, has become contributing editor of *Suburban Life*, and in this capacity will write for this magazine a series of articles dealing with live suburban problems.

Cale Appointed Advertising Manager

A. S. Cale has been appointed advertising manager of J. Kennard & Sons Carpet Company, of St. Louis.

Mr. Cale represented the American Art Works of Coshocton, Ohio, in St. Louis and the Southwest up to July 1.

Grim with "Town and Country"

E. M. Grim has resigned his position as assistant advertising manager of *Arts and Decoration* to accept a position with the *Town and Country* organization.

Fairbanks with Butterick

John F. Fairbanks, formerly manager of the agency department of *Good Housekeeping* and the Hearst group of magazines, and more recently a field manager of *Collier's*, is now manager of the subscription agents' department of the Butterick-Ridgway magazines.

Rates \$6.00 per Line

Circulation 1,200,000

The August Issue of
**McCALL'S
MAGAZINE**

carried 30 per cent. more
advertising than did the
same issue of last year.

Ask advertisers using
McCALL'S MAGAZINE
why this is so.

“There's a Reason.”

CHAS. D. SPALDING

Advertising Manager

236 W. 37th St., New York

Boston
201 Devonshire St.

Chicago
Tribune Building

AUGUST
1912

AUGUST
1913

MISS 318 (By **RUPERT HUGHES**)
STORY BY ARTHUR WELLS

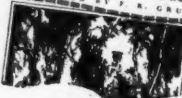
EVERY DAY IS WARGAME DAY AT
THE MAMMOTH

THE SATURDAY EVENING POST

The Mouth of the Gift Horse

By RUPERT HUGHES

ILLUSTRATED BY



Evidence from An Inside Pocket

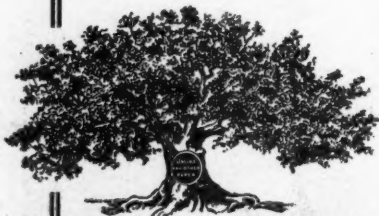
"When the jobber sends word by the office boy that he is not interested in what I am selling, I just pin my card to my advertisement in The Farm Journal and send it back to him—and then he's always glad to see me, for he knows by experience that he is going to have a demand from his retail trade."

This wise Ohio manufacturer, who carries copies of The Farm Journal around in an inside pocket, so he may get close to the jobbers by showing what he is doing to sell his goods, says they seem to know

The Farm Journal

better perhaps than they know any other farm publication. This is quite natural, for The Farm Journal stands at the top of more lists, in producing inquiries and sales at low cost, than any other paper we ever knew about. This influence on individual subscribers is immediately reflected through the retailer.

This is only one more evidence that The Farm Journal, with its well over 750,000 circulation, is "unlike any other paper." It has "dealer influence" merely because of its unique consumer influence, due in large measure to the utter confidence Our Folks extend to our advertisers, a confidence fostered and expanded by our Fair Play notice.



September closes
August 5th—summer rate, \$3.50 a line,
now in effect.

Wilmer Atkinson Co.
Washington Square
Philadelphia, Pennsylvania

Some Advertising Reminiscences 1869-1913

By Charles E. Hires

President, The Charles E. Hires Company (Hires Root Beer), Philadelphia

I OFTEN think what a tremendous advantage the advertiser of to-day enjoys over the advertiser of twenty-five to forty years ago. Nowadays the young business man can walk into the office of any one of a dozen advertising agencies, and be told in ten minutes some of the things which we older advertisers spent years and small fortunes to find out. Looking back over my business history—which covers 44 years now—I think the piece of advertising matter which brought most direct returns was a circular to dealers which I sent out in the early 90's. It was a single sheet, printed on both sides in one color, and called the dealers' attention to the advantages of selling the well-known, advertised root beer extract instead of unknown brands. In it I tried to show how the sale of the advertised product insured the dealer in getting his full profit, since it was easier to sell, and could be sold for the full price.

Almost any good advertising agency nowadays could instantly recommend better dealer promotion literature than that was, and would include such matter in a campaign automatically, and without question. But in my case it was a new thing. It had to be thought out from the start, and there were no precedents (so far as I knew, anyway) to show whether it would pay or not. The point I wish to make is that I was obliged to purchase my experience first hand, while the modern advertiser, in return for a commission of fifteen per cent of his appropriation, can get the benefit of the experience of a lot of other people.

BREAKING THE "LEDGER'S" COLUMNS

But the Editor of PRINTERS' INK has asked me for reminiscences—not for moralizing.

I believe that I was the first ad-

vertiser who was ever allowed to break the columns of the Philadelphia *Public Ledger*. In 1869 I opened a retail drug store at Sixth and Spruce streets, Philadelphia, and in connection with my soda fountain—in those days by no means the elaborate contrivance it is to-day—I often experimented in getting up new flavors for soft drinks. Thus I learned a good deal about public taste, what sort of flavors would please patrons from the start, and the kind of flavors which would remain in public favor.

Some years after this—Centennial year, I think—my wife and I were boarding at a farmhouse in the country, over in Jersey. The farmer's wife was accustomed to gather teaberry leaves, sassafras bark and berries, and to steep them, making a tea. The result, when fermented with yeast, was called "homemade root beer." I conceived the idea of putting a similar product on the market, and after a great deal of experimenting I hit upon what I considered the right combination of roots and barks to produce a flavor which would please at the moment and would also send the customer back for more. For some time I sold the dry herbs in the package, with directions to the purchaser to steep them, later adding the yeast and sugar just as it was done by the farmer's wife in Jersey. Later, however, to save the customer the trouble of boiling and straining the dry herbs, I put it up in the form of Hires Root Beer Extract, just as it is still sold to-day.

I think it was the year of '77 that I was in the *Public Ledger* office one day, and George W. Childs, then editor and proprietor, saw me and led me back into his office.

"Mr. Hires," he said, "why don't you advertise that root beer ex-

tract of yours? It is good stuff."

I told Mr. Childs that I hadn't seriously considered advertising it, and that I hadn't any money to spend for advertising in any event.

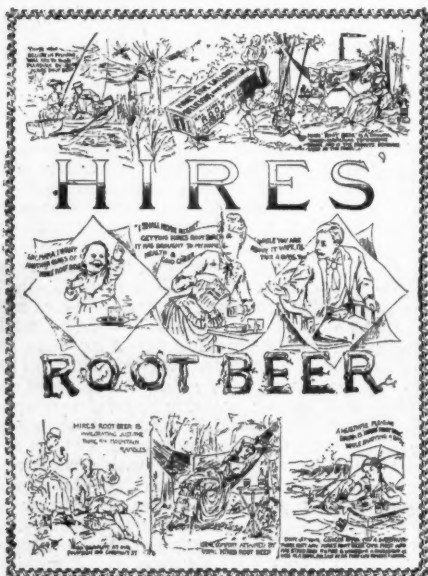
"I'll tell you what to do," said Mr. Childs. "You advertise in the *Ledger*, beginning right away, and

My experiment with the *Ledger* was so successful that I began to wonder if the same thing could not be done in a national way, and in the late 70's N. W. Ayer & Son placed a half-inch ad in the standard magazines. I believe the term "standard" had not yet been applied to them, but the list

included several which have since become designated by that title.

A WIDE CHOICE OF MEDIUMS

I think it was the year that I first went into the magazines that my expenditure for advertising amounted to \$10,000 or thereabouts, and the profits from the root beer business were \$2,800. Next year I increased my space in the magazines, and, encouraged by my success in the *Ledger*, added a list of big city newspapers. My newspaper space continued to increase until I was using full pages in the large city dailies. The magazine space increased in proportion, and I went into the street cars in the very early days of that medium.



A NEWSPAPER PAGE—VINTAGE OF 1891

I'll tell the bookkeeper not to send you any bills until you ask for them."

So I started in the *Ledger*, along in the late 70's. I wasn't overconfident, and didn't want to presume upon the kindness of my good friend, Mr. Childs. So I used small space, gradually increasing until at the end of a year I was using two or three inches at a time. Just about that time I first asked for the bills, and gradually paid off the indebtedness to the *Ledger*. My space continued to increase, until finally Mr. Childs broke the rule about the integrity of columns and allowed me to use all the space I wanted up to full pages.

For a great many years local sales were stimulated by painted signs, on barns, fences and the like.

I think we have used every form of advertising which can possibly be applied to our products—magazines, newspapers, trade papers, street cars, billboards, dealer literature, house-to-house distribution, novelties, premiums—and we are still using them all. House-to-house distribution is followed only in a few localities, owing to the fact that most towns now have ordinances governing the scattering of handbills. Premiums are given with Hires Condensed Milk—not with root beer.

In the 80's and early 90's the druggist, and to a less extent the

grocer, were regular distributing factors for manufacturers' literature. How much of it was *effectively* distributed is a question, of course, but there was almost always a pile of cards or booklets or almanacs in the store from which customers were at liberty to help themselves. Just at this time, too, there was a fad among the young folks—and some older ones—for collecting colored advertising cards, much as picture post cards are sometimes collected nowadays. I think this fad for

written in 1891, thanking me for including the newspaper, and asking for a few copies for himself.

The picture card era was followed by a season in which we made great use of juvenile booklets—usually containing rhymes and illustrated with sketches. This was about the time I tried to experiment by putting out the product ready to drink in bottles. The household extract, which needed preparation and a certain period of aging before it was



"THE PARTING OF RUTH AND NAOMI"—MILLIONS OF COPIES SENT OUT FIRST AND LAST

cards was the real genesis of the pretty girl in advertising, for there was great rivalry among advertisers to secure attractive pictures, and pretty girls began to be in evidence as recommending everything from patent medicines to stove polish.

A BOTTLING EXPERIMENT

One of the most successful cards ever issued for Hires Root Beer was one which bore the picture of a sixteen-year-old miss wearing a three-cornered cocked hat made of a folded copy of the *Public Ledger*. I have in my desk to-day a letter from Mr. Childs,

ready to drink, was naturally a seasonable product, and it was thought that by putting the goods in bottled form, more or less of a sale could be induced the year round, and more expensive advertising matter could be used.

The experiment was not a success on account of the price we put on the bottled goods. Transportation charges were too heavy, and we found it much more economical to license the bottling privilege to local concerns, as we are doing to-day. Of course we know this now, but advertising agencies did not know it until somebody tried it, I assure you.

Speaking of agencies, I have stayed with Ayer continuously except for a year with J. Walter Thompson, long ago, and one season when I shifted the account to a Middle Western concern—since defunct. It was the custom then for advertisers to get competitive bids from different agencies, covering a certain amount of space in a definite list of mediums, and contracts were usually placed through the agent whose bid was lowest. This Middle Western agency I am speaking about gave me a very low bid on a series of one-inch newspaper ads, and landed the business.

Some time later one of Ayer's men was passing, and dropped in for a chat. "I see, Mr. Hires," said he, "that you cut down somewhat on your newspaper space." "No, indeed," I replied. "We're running inch copy, just as we planned." "I beg your pardon," he rejoined, "but you're only running twelve lines."

It was true. A saving of two lines an issue in our list of papers represented a saving of close to \$1,100 in a year, and it is no wonder that the agent's bid was low. Since then I have spent very little time listening to the siren of the cut-rate agent.

ORIGIN OF THE TRADE-MARK

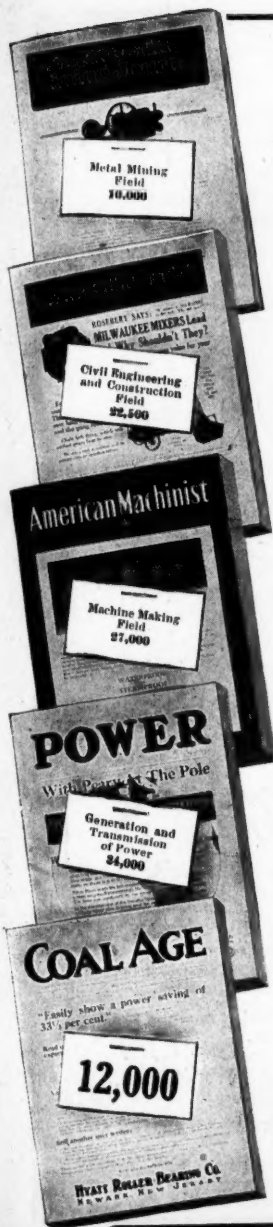
I have been asked a good many times about the origin of the Hires Root Beer Boy, who has been featured in our copy for more than 20 years. The original was a photograph of a German boy which was taken by one of my friends. When he was taken the little fellow had a piece of cake in one hand, and was trying to attract the attention of some member of his party. I used the boy to illustrate an ad, and he proved so attractive that he has been run continuously while the original has been growing up and, I suppose, getting some boys of his own.

As was told in PRINTERS' INK a year or more ago, the greatest problem of this business has been that of substitution. Anybody could make root beer, and sell it as root beer. Right there is an-

other advantage of starting in this day and age; there will be plenty of people to advise you to choose a fanciful name which can be protected instead of a descriptive name which anybody can use. We have been very successful in the courts in restraining dealers who tried to substitute some other kind of root beer when "Hires" was actually called for, but of course we cannot force any dealer to serve Hires when "root beer" is demanded. During the last three or four years we have been gradually eliminating the words "root beer" from our copy, and the posters now on the boards all over the country simply direct the reader to "Drink Hires."

The transition period in our business came when the bulk of the soft-drink trade was shifted from the cellar at home to the soda fountain on the corner. It brought with it a whole lot of new problems, among which was our old friend substitution in a more subtle guise than ever. How was the consumer going to know whether he was served with Hires at the fountain or with something else? When he bought a package of the household extract to take home, he could read the proprietor's name on the label, but there is no label on a glass of root beer at a soda fountain. Labeling glasses won't solve it, because the clerk can put anything he pleases into a Hires glass; and service from a bottle is just about as bad, because an unscrupulous clerk will keep the bottle under the counter where the customer can't see it. Indeed, I hesitated a long time about putting a fountain syrup on the market because of those facts, and because I felt that it was necessary to the success of the drink that the syrup and water be mixed more accurately than the average soda clerk is accustomed to handle them.

The dispensing machine which we call the "Munimaker" solved both problems at once. It mixes the syrup and the soda water automatically and instantly, in exactly the right proportions. It identifies the resulting drink as Hires, for the dealer would be a



Proof That Advertising In **COAL AGE** Pays

The Fairmont Mining Machinery Company is one of the most important that sells machinery to coal mines. They write:

"Our records of inquiries show that we have received more inquiries from our advertising in Coal Age than in any other journal."

If you have anything to sell to the operators, mine managers, superintendents, or engineers of America's coal mines let us refer you to the largest manufacturers in the field for proof that Coal Age is the medium to use.

Ask us.

Remember Coal Age has a far larger circulation among coal mine officials than any other coal paper has ever had.

Our Make-It-Pay Department is ready to prepare a campaign for you showing how Coal Age can materially aid the selling end of your business. *Why not let us "show you"?*

Hill Publishing Co.
505 Pearl Street - New York

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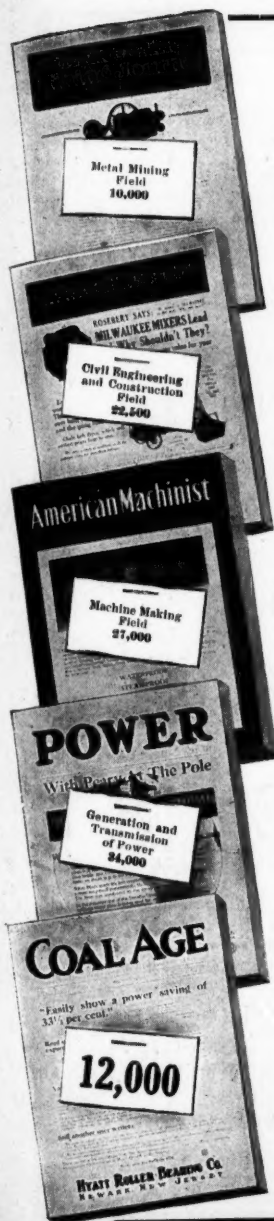
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Hill Publishing Co.
505 Pearl Street - New York





NORMAN HAPGOOD
Editor

HARPER'S WEEKLY

One publication which will be intellectual without being profound—for the intelligent person who appreciates a sincere editorial opinion on world affairs.

Of particular excellence as an advertising medium for the kind of business which it will seek.

THE McCLURE PUBLICATIONS, Inc.
McCLURE BUILDING

4th Avenue and 20th Street NEW YORK CITY

Beginning With the Issue of

August 16, 1913

Advertising space in

HARPER'S WEEKLY

will be sold only on the following basis:

1 Column - - - \$100.00

(2 $\frac{1}{4}$ " x 12 $\frac{1}{4}$ " or 4 $\frac{5}{8}$ " x 6")

2 Columns - - - \$200.00

(4 $\frac{5}{8}$ " x 12 $\frac{1}{4}$ ")

3 Columns - - - \$300.00

(Full Page, 7 $\frac{1}{8}$ " x 12 $\frac{1}{4}$ ")

Rates for preferred positions upon request

Present contracts for other spaces and sizes will be carried out; but future contracts must conform to the spaces specified above, in order that we may make the new Harper's Weekly, in its advertising pages, as well as in its editorial pages,

*"The Publication De Luxe
For Thinking Men"*

THE McCLURE PUBLICATIONS, Inc.

McCLURE BUILDING

4th Avenue and 20th Street

NEW YORK CITY

bold pirate indeed who would venture to serve any other kind of root beer syrup through the machine. He would be liable for violating the patent laws and his contract, and we would catch him without delay because his purchases of Hires syrup with us would stop while he was substituting, and one of our men would be around to see if his machine was out of order.

Best of all, the Munimaker has opened up a great many new channels for the sale of the goods—in places which do not provide regular soda fountains. We have installed a great many machines in department stores, in Y. M. C. A. buildings, and even in saloons.

I remember very well when PRINTERS' INK was started, and I have been a subscriber pretty continuously ever since. There have been intervals when I have not seen the paper, but they have not been of long duration. I had the pleasure of meeting George P. Rowell on several occasions, and for some years did business through his agency in connection with his list of country weeklies.

These rather random remembrances would hardly be complete, I suppose, without some reference to the picture called "The Parting of Ruth and Naomi." I saw it when it was first placed in the Liverpool gallery, twenty-odd years ago, and got permission to have it photographed. Of the resulting lithographed copy—which I had copyrighted in this country—we have sent out millions, first and last, in all sizes from a post card to a large framed picture. More people know the picture, of course, than know that it was published by this company. But that is only natural. If we had made the advertising feature too prominent we should not only have failed to secure much distribution which we actually received, but would also have gone far towards spoiling a beautiful picture.

In the course of forty-odd years I have tried many experiments, some of which have failed and many of which have succeeded. I tried to foster sales all the

year round by advertising Hires Root Beer *served hot*, without success. I gave premiums for a while for trade-marks cut from household extract cartons, but I found that on a seasonable product the premium interest did not carry over from one season to the next. So I switched the premium offer to the condensed-milk business, where it works splendidly. Sometimes I like to think that my experiments have made the advertising business plainer to a good many other people, and, since in the meantime I have been moderately successful, I suppose I have not advertised altogether in vain.

Philadelphia Golfers

Advertising representatives of the Philadelphia daily newspapers and advertising agencies to the number of about thirty enjoyed a day's outing on the links and tennis courts last week on the grounds of the Stenton Golf Club. Two cups were in competition. The cup donated by Robert K. Wilson, general manager of the *Public Ledger*, for the "kickers' handicap," was won by Albert Raby, of Fernberger & Raby, advertising agents, with a net score of 83. The other cup, donated by the Philadelphia *Record*, was captured by James M. Brooks, advertising manager of the *Evening Telegraph*, with the low score of 75.

While the golf matches were in progress, a tennis tournament of limited entries was completed. Herbert A. Smith of the Oman & Bub Advertising Agency, won a sufficient number of sets to entitle him to the trophy, a cup offered by the Philadelphia *Inquirer* for the survivor in singles. An informal dinner ended the afternoon's recreation and exercise. During the dinner a committee was appointed to formulate plans for a permanent organization of the advertising men of Philadelphia newspapers.

Quarters Already Filled

The club rooms of the Advertising Association of Chicago in the Advertising Building, erected for the club and advertising men, is already taxed to capacity. The dining room is especially crowded and there has been talk among the members of the necessity of adding to the quarters. Many of the members are out of the city and it is expected that by fall the place will be even more popular.

Join Staff of Doubleday-Page

F. Burnham McLeary and F. H. Marling have joined the advertising staff of the Doubleday-Page magazines.

The Growth of Sanity in Advertising Copy

By Charles Austin Bates

IN 1880, in Indianapolis, I committed a crime.

I purloined and became unlawfully possessed of a copy of PRINTERS' INK.

Later, I told the man from whom I filched it, and he forgave me. He also employed me to write ads for his store, at twenty-five cents per ad—showing not only enterprise and kindness of heart, but courage of no low degree.

PRINTERS' INK was a revelation to me, as it undoubtedly was to many other young men—and older ones, also, at the same time.

Up to that time advertising copy, as a distinct thing, had never occurred to me. When I solicited and secured a man's advertising, he gave me his business card, or a billhead, and I ran that.

If he wanted to change his copy after it had run a month, or two, he was looked upon as a villain and a traitor to the state.

But from PRINTERS' INK we began to learn that space was not all there was to advertising; that "keeping your name before the public" was not all it could do. And we really began to say something in our ads.

From PRINTERS' INK we knew that national advertisers considered copy important. We learned about John E. Powers and Nathaniel C. Fowler, Jr., and Artemas Ward and Manly M. Gillam—old warriors who are still at work.

Powers was the real pioneer, with his work for Scott's Emulsion, Beechman's Pills, Murphy Varnish, and others. Powers wrote "reason-why" copy, and was the apostle of honesty in statement. He showed us that display was not so important as what was said and the manner of saying it.

And PRINTERS' INK told us all about it.

There was good copy before, but it was not common. PRINTERS' INK drew it all together and focused attention on it. The time was ripe and George P. Rowell knew it, and the history of the regeneration of advertising copy is the history of PRINTERS' INK.

By the time I came to New York, in 1893, the profession of copy-writing had ceased to be looked upon altogether as a joke, and Powers, Fowler, Wolstan Dixey and a few others were avowedly and exclusively employed in it. But at that time I believe no general advertising agency had regularly employed a copy man, or made the preparation of copy an important part of its service.

A PICTURE OF 20 YEARS AGO

N. W. Ayer & Son probably gave more attention to copy than any other agency, with Rowell's and Thompson's coming close behind, and Herbert Booth King making great cry over little wool.

And this, mind you, was only twenty years ago!

Sufficient to the evil is the remembrance thereof!

Nowadays, service—meaning chiefly copy—is the war-cry of every agency, big or little—and rightly so.

The great improvement in advertising copy is both the cause and effect of improvement in the business of advertising in general and of methods in general business.

Many a concern has been forced to better its manufacturing and commercial operations in order to live up to the blue china of its advertising copy. Increased honesty in the conduct of general business has produced greater truthfulness in copy. The two are reciprocally active.

Business men have come to understand that word of type is the same as word of mouth. Honest

men now do honest advertising. And this was not always true—strange as it may seem.

Not so very long ago all advertising was looked upon as bombast, as necessarily imaginative in its character, as stage thunder, which no one would take literally and seriously, and everyone would discount.

Gradually, advertising has come to be recognized for what it is—business news, valuable and permanently effective in direct proportion to its dependability.

A TYPE OF THE 1913 STYLE

As late as fifteen years ago I called the attention of Curtis P. Brady to several advertisements in *McClure's*, which were manifest fakes. One of them, from Nevada, Missouri, offered to teach hypnotism, to the end that the learner should therefore control people and events and amass untold wealth.

I suggested that *McClure's* was lending this advertiser its aid in robbing its subscribers. The answer was: "Oh, the readers of *McClure's* are too intelligent to be caught by such stuff." I replied: "If that is true, then *McClure's* is taking the advertisers' money under false pretenses."

Mr. Brady had never before thought of it in that light, but almost immediately *McClure's* cleaned up and has been censoring its ads ever since. Publishers have more and more come to a realization of their responsibility to their readers for the honesty and truthfulness of the advertising columns, and as this realization has crystallized into censorship, so has the value of their advertising space increased.

Advertisers, finding truthfulness a prerequisite to admission to the most influential publications, have generally excised exaggeration and given greater thought to the forceful and persuasive presentation of real facts.

That has brought two other great changes in copy—first, the use of more words; second, the use of larger space.

THE NEED OF GOOD COPY

Gauzy generalization requires few words and little thought. Best, superior, excellent, highest grade, cheapest—all short and easy to say, but long and difficult to prove with printed words.

Twenty-five years ago the advertiser was told to use plenty of white space and be brief. I have never been thoroughly sure whether the printer, or advertising man, gave this advice because he believed it, or because it saved typesetting. In either case he was wrong.

The main thing in advertising copy is to tell the story. Reading it is a secondary consideration.

When I was a clerk in a bookstore, a customer asked for a pocket Bible with large print. It can't be done. A reason—why advertisement requires words, and words take type, and type takes space.

Even now there is much straining for what is called brevity, but which is really inadequacy—the leaving of half the story untold.

A statement that contains only a few words, and does not tell the story, may be brief, but it is not an advertisement. True brevity is the telling of the whole story forcefully, convincingly, persuasively—in the fewest possible words.

The ideal advertisement is the one which combines the poster and the news quality, and we see more and more of this from year to year. And we see more and more sanity and intelligence in the poster part of copy.

Twenty years ago the illustrated ad was usually a pretty picture, having little or nothing to do directly with the thing advertised, and a few words of assertion with no logical convincing force.

There is nowadays very little mere prettiness in advertising copy. The illustrations are as well, or better drawn, but they are practical—they are a part of the story. They are true illustrations and not merely pictures. There are many examples, but the ones which come first to my mind are the recent advertisements of Arrow Collars and Welch's Grape Juice.

DIRECTION OF DEVELOPMENT

Of course copy has improved and will continue to improve.

Twenty-five years ago it was regarded as a waif left uninvited on the doorstep. Except in a few isolated cases nobody cared for it—nobody wanted to be bothered with it. Those who were willing to pay for professional service in this line were comparatively few and, where twenty-five years ago there was one man definitely employed to prepare copy, there are to-day one hundred.

Thousands of bright, brainy men are every day studying the problem of efficiency in copy, just as thousands of others are studying efficiency in manufacturing, merchandising and accounting. Really studying—really applying brains and experience and common sense—and the greatest of these is the last.

All of this will not only help advertising copy, as it has in the past, but it must help general business. It must increase honesty, truthfulness and efficiency in every department of business, because the copy-writer, to be really

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

useful, must know the facts, the methods, the goods, the service, which are behind the business he is writing about.

He wants his copy to pull and pay and he knows it will not pay, unless goods and methods are right. He can and often does exert a great moral influence and is

information of interest and importance to every reader.

The methods of vaudeville are not necessary to secure the reader's attention. Advertising copy has to do with everyday life, needs and interests—with the machinery of daily living, and the advertising pages of the magazines contain

CHASE & SANBORN



CHASE & SANBORN, 85 BROAD ST., BOSTON, MASS.
 WE HAVE A LARGE STOCK OF THE FINEST COFFEES, TEAS, AND SPICES, AND ARE PREPARED TO FURNISH THE SAME AT THE LOWEST PRICES. OUR COFFEES ARE OF THE FINEST QUALITY, AND OUR TEAS ARE OF THE FINEST QUALITY. WE ARE PREPARED TO FURNISH THE SAME AT THE LOWEST PRICES. WE ARE PREPARED TO FURNISH THE SAME AT THE LOWEST PRICES.

SAN BLAS COCOANUT
 PURE PUDDING, FRESH CREAMS,
 COOKIES, AND ALL THE FINEST OF
 COURT & KITCHEN DELICACIES.

TREES, ALL PLANTS, ROSES, BIRCH TREES, ETC.
 BY MAIL! We have a large stock of the finest trees and plants, and are prepared to furnish the same at the lowest prices. We are prepared to furnish the same at the lowest prices.

CARNICK'S MILK FOOD

Properly nourishes the child from birth, without the addition of cow's milk, and grows as easily as human milk. Send for "Our Baby's First and Second Year," by Marion Nathan. REED & CARNICK, New York.

TWO FULL PAGES FROM THE "CENTURY" OF 1888

an upbuilder of general business efficiency.

The most marked change in advertising copy is its growth in sanity. The professional copywriter has taken his work seriously, and in many cases has taught his employer that mere smartness of expression, or so-called "catchiness," is not the thing of prime importance that it was considered before advertising was recognized, as it is now, as a reasonable and vital part of every business. It was formerly considered as a thing apart. It was thought that in order to attract attention it must be made weird, bizarre, and unusual. It was not regarded for the thing it is—current business news, containing

more valuable, accurate and exciting information than the text pages.

In order to bring advertising copy to its highest efficiency it is only necessary to apply to it the same tests and methods that the editor uses in selecting and dressing his literary matter. It must be pleasingly clothed with type and pictures. It must show instantly what it is about. It must tell its story clearly, accurately, and persuasively. Straining after effect almost invariably loses it.

It requires temerity to single out one advertiser's work and say that it is the best, but, in my opinion, the highest standard in advertising copy, in the past twenty-five years, has been set by the Procter

PEARS' SHAVING SOAP

12 MONTHS of Comfort for 12 PENCE
 Sold Every-where.
 PEAR'S SHAVING SOAP.
 PEAR'S TRANSPARENT SHAVING STICK
 100 YEARS Established as the cleanest and best preparation for SHAVING.
 It makes a profuse, creamy and fragrant lather, which leaves the skin, smooth, clean, cool, and comfortable.

"PEARS"—The Great English Toilet Soap.—Sold Everywhere.

& Gamble Company in their announcements of the virtues and desirability of Ivory Soap. The style of composition has been clean, clear, strong and dignified. The illustrations have invariably been to the point. The wording has been clear, concise and ample to tell the story.

The one general class of advertising which, in my opinion, has shown the greatest improvement is that of the private schools. Most of these ads occupy rather small space, and almost without exception they tell their story clearly and attractively.

Of almost, if not quite, equal merit are the recent advertisements of Waltham and Howard watches.

The page advertisements of Dr. Lyon's Tooth Powder are good in idea and illustration and not particularly forceful in text, but the type dress is bad. Even here there is remarkable improvement over the older advertising of the same article.

The advertising of railroads—particularly that of the Rock Island—has become almost incredibly good. If you do not believe it, take the Rock Island ad, in the July *Review of Reviews*, and compare it with a railroad ad of ten years ago.

It is astonishing that the advertising which shows the least improvement is that of periodical publishers. With the exception of the ads of the Curtis Publishing Company, and a few of *Everybody's* and the *Woman's Home Companion*, I do not at this moment recall anything in this class that is particularly commendable. The Scribner announcement in the July *Review of Reviews* has no character in keeping with the magazine. Each of a dozen lines of black-type yells at you for attention. The result is an unpleasant confusion, yet the subject is one which would lend itself ideally to the production of artistic, pleasing and attractive copy. This advertisement, and that of Lyon's Tooth Powder, in comparison with some of the others I have mentioned, will show graphically and conclusively the progress that has been made

in advertising copy in the past twenty-five years.

But the good work has only begun, and I venture to predict that, five years from now, a comparison of current advertising copy with the bulk of that which is published to-day, will show as much, or more improvement than has occurred in the past ten or fifteen years.

Milnor and Gray-Crane With "Hearst's"

W. B. Milnor, formerly of *Hearst's Magazine*, later with the *Christian Herald*, has returned to *Hearst's* to take charge of the Southern territory.

E. H. Gray-Crane, originally on *Hearst's Magazine*, later on one of the New York newspapers, has rejoined the advertising staff and is now located in the Chicago office.

Country Publishers to Cut Out Mail-Order Ads

At a recent annual meeting of the Associated Country Newspaper Publishers in Chicago a resolution was adopted declaring for the elimination of mail-order and quack doctor advertising. An officer of the organization said that the elimination of the ads of large mail-order concerns would work for the advantage of local merchants.

Pinkham Joins San Francisco "Examiner"

J. B. Pinkham, at one time advertising manager of the New York *Tribune*, has been appointed advertising manager of the San Francisco *Examiner*. Before going with the *Tribune*, Mr. Pinkham was with the Chicago *Post* and has recently been connected with the San Francisco *Post*.

Denver's Plan for a "One Day" Convention

At a recent weekly luncheon of the Denver Ad Club, a movement was started to have the clubs in the A. A. C. of A., en route to San Francisco in 1915, stop over at Denver for a one-day or "relay" convention, and then go on to the Coast to finish up.

Adams Goes to Coast

Geo. B. Adams, of Chicago, has resigned as advertising manager for the American Asphaltum & Rubber Company and will locate in Los Angeles. Mr. Adams was for nine years in charge of the advertising department of The Royal Tailors, of Chicago.

Overhearing the Discussion of the Agency Problem

we invite ourselves to break into it with an incident:

For three years our Institute turned down a piece of household apparatus. It had defects. We wouldn't advertise it.

This Spring it was made perfect, and the first advertisement we ran (a page) produced \$7,000 in orders.

Just a moment longer on the button-hole:

We did them a service, prevented a big fiasco with returned goods. We supplied expert mechanical counsel. Now they are buried in orders, happy, getting rich—

from one page a month in Good Housekeeping Magazine.

Back of every advertising adventure are hopes, fears, a career in the balance sometimes—and a profound desire for light.

Suppose a case: your advertising manager starting a \$5,000

campaign. It's a test. He and the agency want to make good—excessively good, that their bread may return after many days, buttered.

He knows his goods and something of the public's taste. The agency is ready with its facilities. But there's that profound desire for light.

We have our mechanical experts of the Institute, we have Dr. Wiley and his trained men, we know our public of over 300,000 housewives and we are very close to more than 5,000 Good Housekeeping Stores. Still more important, both readers and dealers know us and trust us—because we have guarded the gate faithfully.

We are able to turn that \$5,000 campaign from a semi-gamble into more than a semi-certainty—or we don't take the business. The "incident" we spoke of does not stand alone.

You, the agency, we—make a tripod that pedestals success.

The conception of a magazine as an active, contributing *partner* rather than a mere toll-taker implies a special sort of organization. We have it. Agent or manager, it is at your service when you say the word.


Richard T. Hall
Advertising Manager.

Good Housekeeping Magazine

Should the Agency Control the Advertising Manager?

A Symposium of Views from Agencies and Advertisers

THERE was a flurry of agitation among advertising managers in June when the United States Tire Company released its advertising manager and put the control of its advertising in the hands of an agency.

This move was regarded as raising the question of who should control—the agency or advertising manager. So many men insisted that this question should be threshed out, that PRINTERS' INK addressed letters to various agencies and advertisers, explaining the situation and asking for a straightforward expression of views.

The prominence and reputation of many of the men who are quoted below give added significance to their remarks. The question is fundamentally so important that PRINTERS' INK believes it is well worth consideration at the length allowed.

Wouldn't Allow Agency to Control Advertising

By F. D. Waterman

Pres., L. E. Waterman Company,
New York

WHILE as you know we are interested in the success of PRINTERS' INK, and appreciate the good work you are continually doing, the subject referred to in yours of June 28th is one to which we cannot reply briefly, and satisfactorily explain our position, particularly because this company has built up its business by having a responsible head for each department of its business, including the advertising department.

This management, wishing to have control of all subjects, and of each department, and depending entirely on the co-operation and loyalty of each department manager, would never for a minute consider it advisable to conduct our advertising department other

than under that same regulation for all our departments. Without a man from an agency coming into our organization, and assuming the same responsibilities as our present advertising manager, there would be no general focusing of the work that comes within the scope of that department, and we, therefore, do not consider at all as feasible the agency control of the advertising of our company except through our own department and its manager.

The logical arrangement of the combining of our advertising and sales departments recently inaugurated is meeting with the approval of this company and is successful so far. Our advertising manager has to control and direct the entire advertising plans of this company to the desired ultimate end of its proper distribution, and the honest creation of the widespread general demand for our merchandise upon the retail dealers of this and other countries.

The Matter Is One of Expediency

By J. M. Gilbert

Pres. and Gen. Mgr., Lozier Motor Company, Detroit

I HAVE read with considerable interest your letter on the recent action of a certain company which you mention in changing the method of handling their advertising. This question which you have brought up in your letter is important enough to require threshing out immediately; it is a bigger question, in fact, than it might seem on first thought.

The question—shall the agency assume absolute control of the advertising, and the advertising manager take a position subordinate to the advertising agent?—is a far-reaching one involving a

change in what has become an important branch of practically every business.

In the past twenty years, during which time advertising has outgrown its baby clothes, practically all manufacturers have had this problem to face, and it is a remarkable fact that nine-tenths of them have arrived at identical solutions—that is, they have met the problem by establishing advertising departments and placing them in charge of advertising managers. At this writing the "advertising department" has come to be recognized as a regularly constituted part of almost every business. So custom, at least, favors the subordination of the agency to the advertising manager.

But there is no "divine right" in any branch of modern business. The general manager who holds to custom, keeps employees or maintains departments for sentimental reasons is like the man who for sentimental reasons refused to sacrifice a finger in order to save the rest of his body from blood poisoning. Sentiment or precedent should never be permitted to bias a business judgment. If better, or the same, results can be accomplished without an employee or a department as with them, then in the interest of good business they should be dispensed with. The concern you mention is to be commended for not letting matters of sentiment bias their course of action in dealing with their advertising problems. If all manufacturers felt that they should follow that company's lead by placing an agency in full charge of their advertising they ought not to let any feeling of sentiment interfere. Whether such a course would be beneficial to the average business is quite another matter.

First of all let us consider advertising managers as a class. The agency which went so far as to make the statement that advertising managers are "drifters" and "pikers," with some half-dozen exceptions, seemingly overlooked the fact that a majority of the advertising managers are agency

men—agency graduates, if you please. Another thing, the general manager who permits either a "drifter" or a "piker" to remain on his payroll proves his own incompetency. The matter of getting competent advertising managers is really no point at all for there are plenty of them, although it is true that one of the most difficult and, at the same time, vital problems confronting the head of any business is the selection of an advertising executive who is adapted to the individual requirements of the concern.

MISTAKEN ECONOMY

Returning to the question of the method of handling advertising which will be found most advantageous to the average concern. For a concern to deal direct with an agency merely because it is cheaper to do so is to make the same blunder as the sales manager who in hiring salesmen chose those whose expense accounts would be the lowest, figuring that this would enable him to show the management a high percentage of sales to operating expenses. What every good sales manager instinctively looks for is a man who will "produce," not necessarily a low-salaried or cheap-living man, and what any concern ought to look for in solving the advertising problem is to hit upon a method that, above everything else, will "produce."

A saving of several thousand dollars in salaries is not to be considered unless it represents a *net* saving. If sufficiently better results can be accomplished with an advertising manager and department then I would not hesitate to employ or retain them, and in the average concern it has been my experience that better results can be obtained with an advertising manager of sufficient ability to direct the work of the agency and to act as the point of contact between the agency and the house. Unless such an advertising manager is secured I would favor as an alternative placing the advertising in complete charge of the agency, although this would be found a very awkward ar-

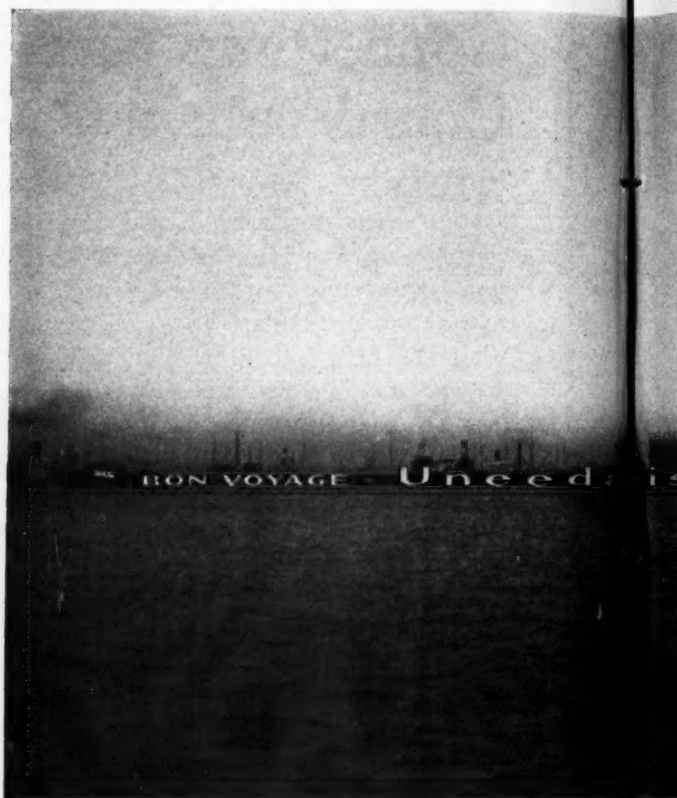
Concerning Conservatism

THERE are two kinds of conservatism in advertising copy. One kind talks about "fifty years' reputation" and "recognized quality," without lowering its dignity to go into particulars about this quality which has been "recognized" for fifty years. Fearful of saying too much, it says too little.

The other kind of conservatism is the kind which is aware of the line between legitimate publicity and sheer noise. Not too blinded by past prestige to conceal the actual merits of the goods, but too conscious of the good judgment of the reading public to overstep the borders of truth and good taste. The true conservative knows better than to strain credulity by such sweeping words as "best," "only," "most," "greatest." He knows that facts are stronger than adjectives, substance more vital than superlatives, and understatements more persuasive than exaggeration.

To the increase in the number of true conservatives is due much of the greater believability of modern copy, and to this greater believability is due much of the growing effectiveness of advertising as a whole.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA



This famous Uneeda Biscuit sign is without question the largest painted sign in the world. It is 16 feet high, and more than 6 city blocks in length, the dimensions being 16x1374 feet or a total of 21,984 square feet.

The two enormous boxes of Uneeda Biscuit at either end extend 25 feet in height.

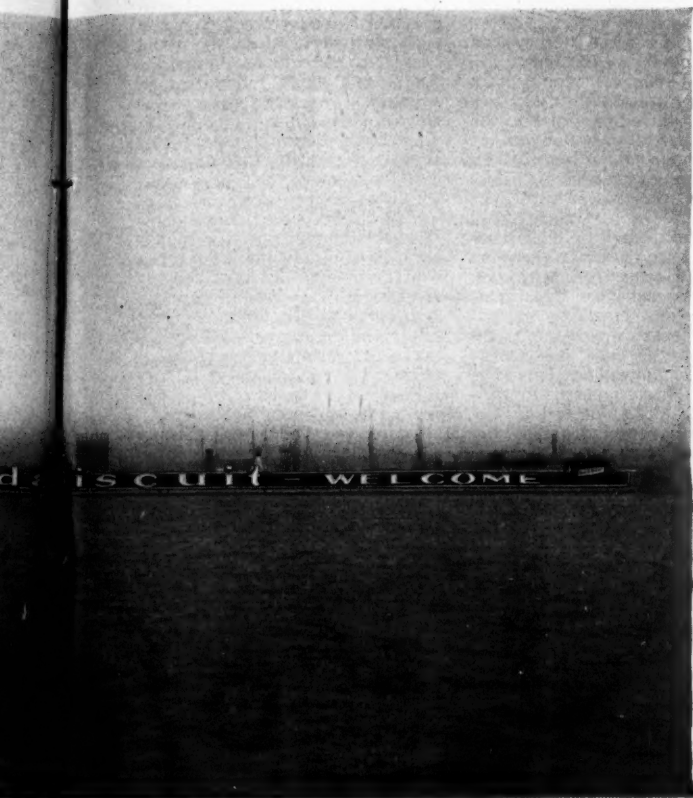
This bulletin is properly of tremendous proportions, as it guards the gateway to New York Harbor and greets and bids farewell to the Trans-Atlantic traveller and the thousands entering and leaving New York Harbor daily from all sections of the world.

This alone means a daily circulation well beyond six figures, and

The O. J. Le C.

Candler Building

220 W. 4th St.



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added to this is the boat traffic between New York, Coney Island and the Rockaways; New York and Staten Island; the Brooklyn Ferries and the myriad of smaller craft which make New York Harbor one of the busiest in the world.

This sign has attracted a great deal of attention from both Americans and foreigners on passing liners since it was painted this Spring. It is one of the last evidences of American enterprise visible to the eye from departing ships, and looms up on one side with its "welcome" about the same time that the Statue of Liberty looms up on the other side in the case of incoming steamers. It is, in fact, one of the most substantial evidences of Uneda Biscuit—always—all the time—everywhere.

O. J. de Co. N.Y.

220 W. 2nd Street

New York City

rangement as it would require that the general manager or some other executive in the organization deal with the agency.

Granting that the agency can deliver good service and write good ads—better in some cases than the advertising manager himself—still it cannot give to the concern some things that are of even greater importance than clever copy or striking illustrations.

What three out of four of all big companies lack is close harmony and co-operation between the advertising and selling forces. Many sales managers have complained to me of finding the advertising department out of sympathy with the sales department and unable to understand sales problems. It was partly to promote mutual good feeling between the advertising and selling departments that we employed a staff of advertising "missionaries" during the time when I was general manager of another company. This was in the nature of an extra precaution since the sales and advertising managers of that company were already working in perfect harmony.

In order to keep up a spirit of mutual good feeling with the sales department an advertising manager must be a part of the concern, and be in the most intimate touch with its daily requirements and problems.

A DANGER TO AVOID

When an advertising agency attempts to take absolute control of the advertising of any company one of the greatest dangers is that the close relationship between departments which is so vital to any business will be destroyed. It is as impossible for an agency man to absorb the underlying spirit of a business organization while he is not actually on the company's payroll as it would be for a Chinaman to acquire Indian customs by a visit to an Indian camp. A man has to be a part of an institution in order to fully absorb its spirit.

The least feasible method presented would be to make the ad-

vertising manager subordinate to the agency. This would be found utterly impracticable in most businesses. No advertising manager who is worthy of the name would consent to subordinate himself to the agency. If I found that an advertising manager in my employ would even consider such a proposition I would regard that as reason enough for removing him from my payroll.

Every concern with advertising to do will profit tremendously by holding one man responsible for the advertising—a man who is really a part of the organization, who has an intimate knowledge of the business, and can maintain mutual feeling between the sales and other departments.

Providing the business is big enough to warrant, a concern in selecting an advertising manager should consider the capabilities and not the price of the man. Some companies pay several thousand dollars for a page, and yet are too "cheap" to pay for a good illustration to set off the ad. The same kind of company generally sets aside several thousands or hundreds of thousands of dollars for advertising and then is afraid to pay the price of a good man to direct the advertising. Such companies ought either to stay out of advertising or get out of business.

In summing up, it is, of course, obvious that what is a suitable supervision of advertising in certain lines of business would not do at all in businesses of a different character, and the possibility of a general manager of a small concern working successfully with an advertising agency is within reason, but I do not believe the same can be said in the management of a large company.

A general manager of a small business is supposed to be capable of personally directing each department of the business in general. He can direct the advertising agency, handling the account of the business, as outside of general publicity arranged for with the agency, there is very little detail work to be done. The con-

trary prevails for a large concern merchandising millions of dollars annually: it is necessary that trained executives supervise each department under the general management. The advertising, other than that which passes through an agency of a large concern, is of such a nature and involves an expenditure of such a large sum of money, that it requires an executive of excellent business judgment for its distribution; and an agency could not be expected, without a large individual expenditure, to handle the details of the kind mentioned.

Furthermore, the dual position of an agency spending, say, \$300,000 to \$500,000 a year, or more, if the direction and the expenditure is all under the agency's control, is not a good thing. And it is my belief that the *best* advertising agencies expending large sums annually for their clients would much rather have the general disposition governed by a joint management; that is, that their suggestions be considered with the recommendations and desires of the company itself, so that in the end there is no doubt in the minds of those interested as to the, at least, honest distribution and expenditure of the advertising appropriation.

Doesn't Regard it as Debatable

By Alvan MacCauley

Gen. Mgr., Packard Motor Car Company, Detroit

WE have never felt any debatable question existed as to the precedence of the advertising manager and the advertising agency. As a matter of organization, the advertising manager should be supreme in his position, and should call for special assistance from the agency or for particular work. If the advertising manager is as big a man as the advertising agency, and he should be, his more intimate touch with the business of his employer ought to give him a

better understanding of his employer's business than the advertising agency can hope to acquire.

The agency is often able to pay well special talent that is not available to the advertising manager, except through the agency, and the manager should, therefore, I believe, avail himself of the special talent and any special facilities the agency may possess. But the planning and management must be under the advertising manager, and it seems to me this is particularly true so long as advertising agencies continue to operate on a basis of charging for their services a percentage of the amount paid out for advertising space.

Like Discarding Efforts of a Lifetime

By J. H. Emery

Pres., Lord & Taylor, N. Y.

CAN the results be obtained at a cheaper cost, and in a more satisfactory manner by having an advertising manager, whose entire efforts are allied to your business, or, can an agency whose work is divided among other advertisers produce more satisfactory results?

There is only one answer to this question as far as we are concerned. A man that puts out our advertising must give it his entire attention. He must be a practical man. He must know our business from A to Z. He must be more than an advertising agent who is seeking publicity for his client. His heart must be in the work. He must feel that it is his career, and not something that is to be pushed for a while, and to be dropped to take up something else.

We would feel as if our efforts of a lifetime had been thrown away if we were obliged to turn over one of the most important ends of our business to an outside concern which cannot possibly have the same interest at heart as the man who is directly employed by the corporation.

Depends Upon the Size of Man in the Chair

By Joseph H. Finn

Pres., Nichols-Finn Adv. Company,
Chicago

RELATIVE to the advertising manager's function: The size of any office is the size of the man who occupies it.

Not for one instant, were I a manufacturer, would I dispense with the services of the advertising manager whose keenness allowed him to fulfill the big function of *actually selling his consumer market*.

For then I would have a man who positively fortified my business against loss or lack of sales. The superficial fact that this man could actually sell the consumer would allow my dictation of dealer representation. I would no longer have a distribution problem, because the secret of selling dealers is, primarily, to get the consumer buying your goods.

The advertising manager *can* be bigger than the sales manager, because he can feed business to the sales manager. The advertising manager can be the biggest man in his business because his job is the keynote to the consumer market, the ownership of which minimizes every other selling element and makes the problem childishly simple.

I have seen advertising managers who fulfilled that idealistic position go straight up the ladder to the general manager's chair in their businesses.

Which proves that the size of the office is strictly the size of the man in the chair.

Such a man, naturally, draws from every possible source of aid. His biggest source of aid is the technical advertising knowledge of the correctly balanced advertising agency.

An instance that occurs to me is that of an institution dealing in a popular commodity. The advertising manager, who was a big man, had the power to award the account. He felt that merchandising accuracy was the key-

note to the success of the contemplated campaign.

He assisted us in analyzing his business, which resulted, without any pyrotechnics, in unearthing the big idea that was selling the goods over dealers' counters. To strengthen that selling point, the analysis showed it was best—at no increased cost—to make a certain change in the goods. This was merchandising strategy. It took no effort to sell this idea. The analysis showed it barefacedly.

The factory end of the business adopted the suggestion as readily as it was put to them.

The dealer situation was gone into. Our technical knowledge, combined with the advertising manager's detailed knowledge of the business, showed territories where every dollar's worth of goods was shipped there at a loss. This demanded a certain treatment in distribution policy to make that business profitable. The analysis showed that certain sections, the way they were being handled, were money losers when salesmen traveled there.

Two months passed with the advertising manager and his counselor, the agency, straining every tendon to straighten out the merchandising and selling snarls before even the copy idea was discussed.

Finally, these angles straightened out, copy became an *incident*. We merely had to put the big idea on paper and we knew in advance, before a dollar was spent in advertising, that the campaign would be a success.

And it was. But we could not have made in so short a time so complete and thorough analysis without this big man's confidence and aid.

And when the analysis was made, there was nothing to do but follow its dictates. You could not fail, for guesswork was eliminated. And with guesswork gone, success is a foregone conclusion. Every manufacturer knows that.

That was what this big advertising manager brought about *because he was big*.

There is no formula for the advertising manager's relations with his advertising agency. It all depends upon the mental composition of the advertising manager and the agency.

The most correctly balanced merchandising agency is powerless if the advertising manager is not big enough to *utilize* the finely woven merchandising fabric he is offered. But if he will use it for the good of the business, then he is a big man, will produce huge returns for his house and can honestly take to himself the credit.

But fear that the agency will get the credit that in reality it wishes the advertising manager to have, too often makes stillbirths of national advertising campaigns in the hands of weak-spined advertising counsel.

The great advertising successes to-day can be traced to big advertising managers who used the best the agency offered, and used it conscientiously for the sales benefit of the business.

Agency Cut Out to Do the Big Thinking

By Frank Finney

Of Street & Finney, New York

ABOUT the United States Tire account and the agency supplanting the advertising manager:

Medium sized and large accounts need an advertising manager and always will unless the agency is willing to give all its attention to one account and become an advertising manager instead of an agency. Large accounts are full of myriad details. An agency cannot handle them—can't afford it.

Moreover agencies are supposed mostly to do the big thinking rather than handle details, although I admit that smooth running of agency details will please more clients than big thinking.

I have never liked the rivalry between advertising managers and agents. I have never liked the idea of advertising managers'



MESSRS. SELLERS OF THINGS:—

This is the day of specialization.

This is the day of concentration.

This is the day of carefully analyzed cost and production records.

This is the day of systematic effort and regular and sustained expansion in distribution.

This is the day of the short cut and the elimination of the "about the bush" method in manufacture.

The application of the principle to advertising has been slow in arriving, but it is nearly here. Lack of it has meant millions of dollars wasted. The future will tell a different story.

Simply making an advertising appropriation and distributing it *pleasantly* is no longer popularly regarded as *advertising*.

We are specialists.

We represent great newspapers in a score of prominent cities throughout the United States.

We are in charge of their general advertising departments.

It is our business to supply those interested with every gatherable bit of useful information with reference to the publications we represent and the fields in which they circulate.

We are specializing salesmen of the commodity they produce and you use when you take the direct short cut to the consumer.

The manufacturer with a publicity policy that lacks resultfulness, or which is a puzzling problem for any other reason, can well afford to listen to our argument. An invitation addressed to any of our offices entails no obligation except an open-minded hearing.

THE JOHN BUDD COMPANY

Newspaper Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

and agents' associations. There ought to be one association working in harmony for the best interests of advertisers and the great work of advertising.

I don't see any millennium for advertising managers.

About getting business on "pulls." An agency that secures accounts on any other than the business basis of service that will increase sales is an agency built on the shifting sands. Great will be the shifting.

A Real Advertising Manager Will Prove Mettle

By Tim Thrift

Adv. Mgr., American Multigraph Sales Company, Cleveland, O.

WE are in a process of change in advertising. This affects the relation of agency and advertiser just as it affects other relations. What will be the final outcome of this unrest it is not possible to forecast, further than that it will undoubtedly advance all advertising to a higher plane.

The advertising manager who knows his business is coming into his own as never before. His calling is attaining the dignity of a profession. He is looked upon as an essential part of the great distributing plan.

Such men would, naturally, arouse the jealousy and antagonism of inefficient agencies, for they would not be in harmony with their practices. On the other hand, such men would be the strongest ally of any reputable agency because they would be the greatest single force to make the work of that agency efficient in its application to the client's advertising.

In the final analysis the point is simply this: If the advertising manager is a real advertising manager, worthy of the confidence of his firm, able to stand on his own feet and to deliver the goods, he has nothing to fear from any agency, big or little, for he will merit and receive the respect and co-operation of any

reputable agencies, and they will congratulate themselves that they have such a man to deal with, knowing full well that he is helping them in a way that they would find it difficult to help themselves.

If such a man is, through some misfortune, tied up with an agency that puts malice before credit and plays politics rather than co-operates, the matter will right itself in the end, for such conditions have a way of adjusting themselves when motives become known.

It is unfortunate that some agencies must contend with a handicap in the advertising department of their clients. All advertising managers are not competent and agency service, no matter how good, cleared through such must necessarily suffer. On the other hand, all agencies are not competent, but where their services are cleared through a capable advertising manager their incompetency shows to far less disadvantage. Hence, in the one case the good agency suffers, where in the other the poor agency benefits.

Does Not Regard Move as Economical

By George W. Coleman

Adv. Mgr., W. H. McElwain Company, Boston

ON the surface it would seem that the action of the United States Tire Company in abolishing its advertising department and of the Van Cleve Agency in assuming all the duties of such a department was carrying an idea to a logical absurdity, but I have learned not to pass judgment without full knowledge of the facts and without hearing the other side argued.

From my general knowledge of conditions pertaining to an agency and advertising manager's duties, I do not believe the United States Tire Company will save any money except at the expense of efficiency, and after all is said

(Continued on page 45)

One hundred and thirty-seven separate sales—each to an automobile owner—was the result from one insertion of an advertisement in a recent week-day issue of the

New York  American

Ask for
the evidence

Greatest Quantity of Quality Circulation

Eliminate waste and you create profit. Follow this plan in the purchase of advertising space. Buy, not on presentation, but after investigation.

Most of us are commercially color-blind. What seems to be a live healthy red, may upon investigation be a decidedly bilious green.

We Sunday Magazines court investigation. We, who sell space therein, suffer from "state of mind" opinions, but benefit by close inspection and analysis.

Sunday Magazines are by-products. But this is the day of the by-products. They are the arch-enemies of waste—the close companions of efficiency.

Sunday Magazines of the present type are the response to a natural and national demand.

When $2\frac{1}{4}$ millions of our readers questioned "Will You?" the editorial department answered "Yes."

When $2\frac{1}{4}$ million families asked, and the editor responded, then there was created for the advertiser "reader contact" too valuable and too economical to overlook.

You can't drain the Great Lakes with a spoon. Neither can you make a circulation of 100 in a given community work

like a circulation of 1000 in that community—particularly when the 100 costs just as much per line as the 1000 circulation costs.

To sell a community you must concentrate upon a community—give it intensified attention—and to give a community intensified attention, you must use intensified circulation. Sunday Magazines and intensified circulation are synonymous.

The American Sunday Magazine is now circulating nearly $2\frac{1}{4}$ million copies. This circulation is national in scope, and is not confined, as many advertisers imagine, to our six centers of publication.

We have now on press a detailed circulation statement, which will show specifically just where these millions of copies are distributed.

This statement is an illustration of intensified circulation.

Circulation booklet sent upon request.

Forms for September issue close July 25th.

American Sunday Monthly Magazine

220 Fifth Avenue
New York City

908 Hearst Building
Chicago, Ill.

A New Type of Agency Service

How far does your agency go to give service?

Formerly as a purely service organization operating on a fee basis, we were paid by our clients to do what the average agency left undone:

A few of the problems put up to us were: how to use the advertising as a lever to stock dealers by mail; how to increase the volume of business with old dealers; how to reinforce the salesmen's work by mail; how to gain the co-operation of the clerk behind the retail counter; how to get jobbers' salesmen to single out our clients' goods; how to develop the small-town business, where it costs too much to send salesmen; how to sell to inquiries produced by advertising; how to use consumer interest to stock dealers, and dealer interest to stock jobbers; how to combine periodical advertising with direct advertising, so as to make each more effective than when used alone—these, and scores of other actual selling problems, came up to us for solution.

And that we know how to handle this most important work is convincingly proved by the fact that our very livelihood depended upon our ability to show tangible results and that we built the largest service business dependent on fees alone.

Many of our clients had agencies—and paid us fees in addition because they could get our kind of service in no other way. In other

words, their agencies did not go far enough.

In response to demands of our clients, who felt that we should do the "placing" as well as the work, we have now become an agency, and are able to perform the sales service we were formerly paid fees for, on the usual agency basis.

In other words, you get a *selling* service as well as an *advertising* service at the usual "15% on the net."

So strongly has this double service appealed to manufacturers, that within ten weeks we have secured over \$300,000 in new business—and the amount is constantly growing.

Perhaps you would be interested in knowing how this new type of agency service—this advertising and selling service—has worked out for other successful manufacturers.

We have a mighty interesting story to tell—a story of largely increased sales per dollar spent. Just say "We're interested" on your business letterhead—you'll hear from us at once—no obligation.

RUTHRAUFF & RYAN
Advertising
 458 Fourth Avenue NEW YORK

and done, someone at the United States Tire Company absolutely must give the company's advertising something of the same attention that Mr. Hubbs gave it; otherwise, the Van Cleve Agency cannot possibly serve them intelligently. If some officer of the company proposes to make himself a semi-advertising manager, maybe they can "get by" after a fashion, especially if the Van Cleve Agency proves itself to be more wonderful than any agency that I have ever become acquainted with.

Post Thinks Agencies Might Do It

By C. W. Post

Chairman, Postum Cereal Company, Ltd., Battle Creek, Mich.

ANY institution which uses advertising for the sale of its products must have some one man in charge of the advertising, some one who knows what mediums to use, what position to require, how much to pay, and how either to prepare or to pass upon prepared advertising copy.

I don't see that it makes very much difference whether that kind of a man is called an advertising agent or an advertising manager; if he manages all of these items he might properly be called an advertising manager even though he were connected with an advertising agency.

I found out a good many years ago that there are some people in the world who did not know how to write our advertising copy and make it sell goods. There are others who do not know how to properly and honestly buy space, and so we undertake to put our shoulders in the collar, and do the "needful," right in our own home shop.

If a manufacturer can find some man in an advertising agency who can take the place of his former advertising manager, I see no reason to criticise him or to make any suggestions as to the management of his business.

Agency Best on Outside Looking In

By H. E. Lesan

Pres., H. E. Lesan Adv. Agency, N. Y.

I AM for the advertising manager—strong.

The outside view-point furnished by the advertising agency is essential to success.

The inside view-point furnished by the advertising manager is just as essential to success.

There may be isolated cases where someone on the inside furnishes the outside view-point to a concern so well that they don't have to have an agent.

There also may be cases where an agency can furnish the inside view-point so well that they won't need an advertising manager. The United States Tire Company may be one of these cases.

But on general principles, the agency on the outside co-operating with and spurring on the advertising manager on the inside, and the manager on the inside co-operating with and spurring on the agency—*checking up his activities, service, clerical, financial, etc., to see that he is delivering the proper service to the advertiser*, is, in my mind, most essential.

Independent Advertising Manager the Best

By H. H. Franklin

Pres., H. H. Franklin Mfg. Company, Syracuse, N. Y.

IT seems to me that the best answer to the question is the way it works out. Certainly up to date the plan started by the United States Tire Company is not much followed. In general I would not expect the plan to be successful.

Of course the agent may be better and get better results than the advertising manager. That would be the fault of the advertising manager and not the result of the plan.

I believe the best results will

always be obtained by having an advertising manager of ability, under the manufacturer's control, working with a good agency.

One Legislative, Other Executive

THE Blackman-Ross Company, New York, in a letter to **PRINTERS' INK** says:

"The questions you have advanced for discussion are not easily answered from our experience for this reason: The advertising managers we deal with in practically every case have been drawn into an active part in the sales management of the companies they are connected with.

"Our relations with these advertising managers have been most pleasant, and certainly without their help and co-operation we would be severely handicapped.

"If we were to define the function of the advertising manager and the function of the advertising agent, as related to each other, we would state it briefly as follows: advertising agency, legislative; advertising manager, executive.

"The advertising agency by its contact with varied lines of business in varied markets gains a view-point which can hardly be acquired by one man dealing with one line of business.

"On the other hand, the advertising manager through direct contact with the sales machinery of the manufacturer can execute plans in a manner that would be impossible for the agent who lacks this close contact and direct official connection.

"The advertising managers we deal with assist us materially in arriving at what we might call 'sound legislation.' On the other hand, we believe we furnish material assistance in the sound execution of the adopted plans—through the sales organization.

"There is one big job for the advertising agent's attention. There is another big job for the advertising manager's attention.

"We know of no advertising manager who has worked with us

who has the slightest disposition to do away with the advertising agent. We certainly have no desire to do away with so important a factor in our work as the advertising manager.

"To our minds it is regrettable that a controversy of this kind should have reached a point of seriousness which calls for a public discussion.

"In the last analysis it must point to either a surface method of working on the part of those who hold these extreme views, or a misconception of the kind of help which is available, both among the better class of advertising agents and the better class of advertising managers."

To Whom Shall Loyalty Be Owed?

By Grafton B. Perkins

Adv. Mgr., Resinol Chemical Company, Baltimore, Md.

THERE are probably peculiar conditions which made the United States Tire Company change seem advisable, so that I should be unwise to discuss that situation except as a text to a general proposition.

I believe most firmly that the advertising manager who asked "Where do we come in?" is unduly anxious. I do not doubt that investigation would show that for every important advertiser who throws out his advertising manager and puts his advertising wholly into the hands of an agent, at least one other advertiser throws out his agent and puts his advertising wholly into the hands of his advertising manager to "place direct." And if we add to these the scores of accounts in which the agent figures simply as a means of securing lower rates—via split commissions—the majority would be overwhelming.

Advertising agencies may say, as one has been quoted, "advertising managers are 'drifters' and 'pikers,' and not to be taken seriously into account." Some of them are all this and much more,

but cannot the same things be said of some advertising agencies? Not all of them, surely, are above suspicion, the annual birth-rate and death-rate among them are tremendous, and it is a rare issue of **PRINTERS' INK** that does not record at least one account changing agencies.

No, the typical advertiser is a hard-headed sort of chap, and there will be room for good advertising managers until that time shall come when Wanamaker's throws out its shoe buyer and lets a New York representative of Lynn and Brockton manufacturers stock that department at his discretion, and until the prospective owner of a new skyscraper passes by his architect and disposes of the matter by telling a contractor to "put up a forty-six story office building on this lot and send me the bill."

In other words, the advertiser will continue, in the future as in the past, to desire in charge of his campaign an expert who is entirely in his own employ, and who owes loyalty only to him. He will keep right on placing his trust in such "drifters" and "pikers" as W. B. Cherry, E. St. Elmo Lewis, Bert M. Moses, S. C. Dobbs, and George W. Coleman, in preference to the talent with which some agencies might wish to replace them.

Incidentally, picture the position of the advertiser who had placed all his eggs in the agency basket, should some flagrant breach make it necessary to change agencies. Out would go agency, "advertising manager," records and all, leaving the poor advertiser without even the shells from which to construct new eggs.

Would you envy him?

Scarce—Who Has 'Em?

H. E. LESAN ADVERTISING AGENCY
NEW YORK, July 16, 1913.

Editor of **PRINTERS' INK**:

We find that we have volumes 21 to 49 inclusive of **PRINTERS' INK**.

How many volumes from 1904 to 1913 can we purchase from you, or from any one else, as I presume it is next to impossible to get bound volumes prior to 1897?

E. K. GORDON,
Treasurer.

"THE STANDARD PAPER FOR BUSINESS STATIONERY"

You can recognize
the genuineness of
**Old Hampshire
Bond** by its feel and
crackle. It's seldom
necessary to look for
the water-mark.

**Old
Hampshire
Bond**

You will enjoy looking through the **Old Hampshire Bond Book of Specimens**. It shows a wide selection of ideal letterheads and business forms. Ask for this book on your present letterhead.

**HAMPSHIRE
PAPER CO.**

South Hadley Falls, Mass.



The only paper makers in the world making bond paper exclusively — including "The Stationery of a Gentleman" (Old Hampshire Bond in boxed form with envelopes) for personal correspondence.

Quarter-Century Sees Printing Industry Be- come a Real Business

Revolutionary Changes That Have Occurred in Commercial Printing Plants—Tremendous Growth of Output—Booklets by the Million—Advertising's Share in Development

By Charles Francis

President of Charles Francis Press, New York, and President of the Printers' League of America.

IN 1888, the year **PRINTERS' INK** was founded, the printing industry was not considered important enough to be listed separately by Dun's in its annual review. It was set down after a list of fourteen, as among "other industries." To-day the printing industry stands sixth in the United States and second in the state of New York.

In these last twenty-five years the industry has been almost revolutionized both as to speed and quality of work. Commercial printing has followed the lines on which most other businesses have developed in that period.

The growth and spread of the reading habit have been both the cause and the effect of cheaper and better printing. The public school system, the cheap newspaper and magazine press and the public library have been influences that have reacted favorably on the industry that makes them possible, the art preservative of all arts.

Cheaper transportation and cheaper communication have had their weight.

Still more important with reference to the industry has been the multiplication and increasing specialization of all business, the growth of competition that finds it more and more necessary to become educational, to explain and make clear. There are more uses for the dollar than there were twenty-five years ago, and the appeals for it have enormously increased. Catalogues, booklets, trade papers and all the rest of the commercial literature are

centered around this better use of the dollar.

Even the magazines, filled though they may be from cover to cover with fine literature and pictorial art, nevertheless owe their existence chiefly to the business end.

Advertising has had a tremendous influence in the development of the art and industry of printing, and is destined to count more and more largely.

Again, among the most important instruments of printing growth have been the improvements in the methods. The printing presses are fully 25 per cent speedier than they were twenty-five years ago. Machine composition has replaced hand composition almost entirely, wood cuts have given way, first before stereotyping and then photo-engraving.

Last and not least important has been the immense gain in personnel. The tramp printer has gone; the dependable mechanic has arrived. Like the house that employs him, he is likely to be a specialist, too, knowing one branch of the business thoroughly and unskilled in the other departments.

A factor for improvement in the situation and combining for growth as well, is the introduction of the cost accounting system and the standardization of estimating. Anything that shows printers how to make and how to avoid losing money must in the long run work to the advantage of everybody who uses printing.

IMPROVEMENTS CAME PIECEMEAL

All of these improvements did not come in this order or separately. Neither did the quality of work and speed of production receive conclusive attention. One factor helped or perhaps harmed another, and present matters represent a temporary compromise, adjustment or resultant of all of the methods.

For instance, it was about 1888 when photo-engraving cuts came into use. Before that time nearly all the work was done by wood engravers, and it required very much less preparation or "make-

(Continued on page 53)



*A Silver Anniversary
Suggests*
1847 ROGERS BROS.

"Silver Plate that Wears"

just as unmistakably as "Printers' Ink" spells advertising, and any history of contemporaneous advertising would be incomplete that failed to take into account the one without the other.

1847 Rogers Bros. has celebrated its golden anniversary of advertising and is now facing toward its diamond jubilee.

When there's an anniversary to celebrate think of 1847 Rogers Bros.
"Silver Plate that Wears."

International Silver Co., Meriden, Conn.

Successor to Meriden Britannia Co.

The South's Cotton C

Every living soul in this country is affected by the South's Cotton Crop. It means a BILLION DOLLARS of real money. This is the balance wheel of American Commerce. The eyes of the world are on the South right now. Within a few weeks this rich harvest will begin to move to markets and the golden flow of millions of dollars will reach the South.

The present outlook promises more profit, more cash money for the South than ever before in its history. More economical methods of planting the cotton and the diversified crops have added millions to the South's net income.

Every advertiser, every manufacturer and jobber should be prepared to get the full share of the resulting trade from the South. What are *you* doing about it?

For full information as to rates, circulation

Member

The Southern Newspaper

on Crop and YOU....

There is little time left for the advertiser to reach the Southern buyer. Take advantage of the service offered by the Daily Newspapers of the South. These papers are leaders in this rich territory. They are strong, influential, home-going papers which will place your message before the prosperous South at least expense and in the shortest possible time. No other medium does or can take the place of these Newspapers:

ALABAMA

Birmingham Ledger
Birmingham News
Mobile Item
Mobile Register
Montgomery Journal

ARKANSAS

Little Rock Democrat

FLORIDA

Jacksonville Metropolis
Jacksonville Times Union

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Georgian
Atlanta Journal
Augusta Chronicle
Augusta Herald
Columbus Ledger
Macon Telegraph
Savannah News

LOUISIANA

New Orleans Item
New Orleans Times Democrat

NORTH CAROLINA

Asheville Citizen
Charlotte News

Raleigh News and Observer
Raleigh Times
Winston-Salem Sentinel

SOUTH CAROLINA

Anderson Mail
Columbia State
Charleston News and Courier
Charleston Post
Greenville News
Spartanburg Herald

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal and Tribune
Knoxville Sentinel
Memphis Commercial Appeal
Nashville Banner
Nashville Democrat
Nashville Tennessean

TEXAS

Dallas-Galveston News
Houston Chronicle

VIRGINIA

Bristol, Va., Herald Courier
Lynchburg News
Richmond Journal
Richmond News Leader

ulation territory, jobbers, &c., address papers direct.

Members of

per Publishers' Association



OVER HALF
A MILLION
CIRCULA-
TION

98 $\frac{2}{3}$ % keep
house—

98 $\frac{2}{3}$ % of the readers of The Mother's Magazine are the buying heads of households.

Housekeeping requires buying—buying in quantity and in great variety—buying for families.

These families are average "middle class" families. Most of their income is spent on the three essentials of life—food, clothing and shelter. They buy with discretion. They are the great consumers of all generally advertised goods.

The home office or our special representatives will be glad to reveal more about the standards of living and purchasing of these families; where they are located; why they read this magazine; what others they read; and whatever else you wish—on request.

Every year since The Mother's Magazine was started the volume of our advertising has shown an increase over the preceding year—a record based on results delivered to advertisers.

May we give you more information?

(This ad is number 1 of a series)

THE MOTHER'S MAGAZINE

DAVID C. COOK PUBLISHING COMPANY
ELGIN, ILLINOIS

Charles W. Yates
Metropolitan Tower
New York City.

Sam Dennis
Globe Democrat Bldg.
St. Louis.

W. J. Macdonald
People's Gas Bldg.
Chicago.

ready" to make a nice looking journal than it does to-day.

It took men of higher skill then to make the cuts, but not to work on the presses; everything then was ordinary, plain work.

In 1888, also, the electrotyping machine came into use. Prior to that we did everything by stereotyping. After the electrotype came into existence, we had to create a new class of workmen. The workmen who were ready to take care of the line engraving, which was made by a wood engraver, could not be utilized at all when it came to making half-tones work.

We brought men into our shop and taught them how to do the work. It was a necessity, because where it would take a man a quarter, a half or even an hour to make a woodcut form ready for the press, it took from three to five hours to make the half-tone-cut form ready. In every high-class work now it sometimes takes forty hours to do the same work. If the *Century Magazine*, for instance, were getting out a thirty-two-page form, it might take them twenty-four hours to make the cuts ready.

Being delayed on your press and make-ready you had to make up on speed. This set press manufacturers to work and they evolved a speedier press.

The Miehle press to-day will produce from 1,600 to 1,800 magazines of the regular size, 32 pages, in an hour, whereas in 1890 there was not a press on the market that could run off more than 1,200 or 1,300 standard size magazine forms in an hour—improvement, 25 per cent in twenty-five years.

Then came along the web presses and quite recently has come the sheet feed rotary, a press that prints only on one side and runs at a rate of 2,400 to 3,000 an hour.

Where a cylinder press would print 32 pages of a magazine, the web presses print 32 on each side, making it 64 in all. Instead of making a speed of merely 2,500 an hour as compared with the cylinder, it prints practically 5,000 an hour.

We have a record of 300,000

copies of a high-grade magazine done on an output of 1,200 an hour. Back in 1888 I could not have gotten out more than 900 an hour.

We do a better quality of work to-day, too, than twenty-five years ago, use better ink, etc.

Then there is the development of the linotype. That made its appearance about in 1884 in the printing offices of the newspapers. It was ten years later before it made its general appearance in commercial work.

The Lanston Monotype did not come in until 1900. That is very good for book work. It has a little sharper face, but is a more difficult proposition to handle. It is also more expensive because it takes 50 per cent more labor to run it.

MACHINE BINDER SPEEDS UP

The Juengst machine does the binding work that used to be done by girls. This is a machine that takes the book and gathers the signatures, wire stitches it, and covers it. It turns out 2,500 copies an hour. It would take ten times the amount of help to put that out under the old régime.

The machinery all along the line has been improved materially.

The process color work is practically a new thing. No such thing as process work was known twenty years ago. Process work was brought in originally by the Moss Engraving Company, of New York. The three primary colors are being used very extensively now.

There is a process coming into existence now known as the off-set process. It is a cross between letter-press printing and lithograph printing. It makes some soft, beautiful color work. You can take a half-tone cut and print it on rough paper; in fact, you cannot print by the off-set process on smooth coated paper.

Off-set is done by taking a plate and making an impression of it. Then transfer it right on to the zinc and you get the ink impression off on the zinc. Then you fasten that in just the same as the photographer's process of fixing,

cover it with gum and let it set for a little while. I think the off-set process is a coming proposition in regard to color work.

Another idea that has been coming along for a number of years is to take the type and impress it on prepared paper, transfer it to the zinc and print it from the zinc.

There is a great increase in the size of editions. Twenty-five years ago, in fact as late as 1894, an edition of from ten to fifty thousand was a tremendous order. Now we have, for example, a six-million booklet order, twenty pages and cover.

HUGE EDITIONS NOW

If any publication, twenty-five years ago, issued an edition of 100,000, it was considered an immense order. To-day, for instance, the *Saturday Evening Post* gets out 2,000,000 weekly; the *Ladies' Home Journal* gets out 1,750,000 copies a month. There are at least a dozen publications in the United States to-day that issue editions of over a million. In 1888, when PRINTERS' INK started, there was not a publication which circulated over 100,000 copies.

Munsey introduced the ten-cent magazine, and also introduced the first run of these big circulations. When he brought out his magazine to sell at ten cents a copy, circulation on it spread like wild-fire. In 1884 Munsey was working on the *Argosy* and *Munsey's*. He was a speculator, feeling his way. He had no name, no credit. He must have wonderful executive ability to have gotten where he is to-day considering where he started, and his ten-cent magazine made him.

Munsey's efforts were a failure until the time he realized that his tremendous plant was idle half the time. Then he established different publications to keep his plant going. Now his plant is full and the cost of manufacturing has gotten down.

Now we would not call an order large if it was 100,000, and the orders run from that up to ten million on booklets. Where orders years ago were from \$500 to \$1,000 they are now from \$1,000 up to

\$50,000. You take the Siegel-Cooper catalogue; the issue is 850,000 catalogues. I do one-third of them and my bill with them is usually ten thousand dollars. I do not furnish the paper. When you count the paper you can double the amount. That means that that order alone is worth \$60,000 a year.

The personnel in the industry has changed a great deal in twenty-five years, and for the better.

The tramp printer has died out almost entirely. We are getting skilled mechanics to do that work now. In 1888 the morning paper proposition of long, hard hours, used to draw on the vitality of the men very largely, and they used to take stimulants. Now the typesetters run linotype machines and the strain is much less, while the work lasts only five, six or seven hours.

SMALL PRINTERS WEEDED OUT

There are not so many small printing establishments now as there used to be, but there still are enough. They do not make much money, however, and generally end up in bankruptcy. The supply man usually puts them in business. He has a lot of second-hand stuff and sets up anyone who wants to go into business. He sets a pretty good price on the material, gets some cash on it and starts the man out. One in a hundred will make a success.

It has been stated to me that of the people who were in the printing business ten years ago, 60 per cent have since gone out of it. Without extreme ability it was impossible for them to keep afloat. You either have a big plant or get out of the printing business.

The plant that I have now has cost me over \$300,000, and I haven't anything like the largest plant in New York; I am up in the first eight or nine.

The private plants, such as Collier's, Butterick's, McCall's, etc., are getting extremely large. All the large plants in the big cities around here, like Philadelphia, Boston, Rochester, feed on New York.

You can gauge the growth of

printing very largely by the growth of the unions in New York. The International Typographical Union, in 1888, had less than 20,000 members, and the pressmen and all the allied trades were in the one union. Today the same union has over 56,000 members, the International Pressmen and Assistants' Union (which is one of the offshoots) has over 25,000 members; the bookbinders have a membership of about 18,000, and, all told, the allied printing trades, jumping from about 20,000 in 1888, have now a membership of about 100,000.

This, I think, is due to the demands of the trade made through advertising.

The employment of the printer is more steady than it used to be, because printing has become a greater business proposition; and when you get a group of men together you do not want to let them go. They get used to your special class of work. You specialize on the workmen now, just as you specialize in the class of work you do, whether it is publications, catalogues, booklets, label or poster printing, or what not.

AGITATION OF COST ACCOUNTING

It has been pretty hard to make money in the printing business, but there has been an improvement of conditions in the last four or five years because the question of cost accounting has been agitated.

The attitude of the printer towards his customer is changing too. There is less star-chamber mystery in the methods. We try to keep in close touch with our customers and let them come into our workrooms. Most of the printing houses used to keep you in the waiting room. We have changed that altogether. We have found it very much more to our advantage to have the editors and the advertising men come right in and get next to the compositor and the make-up in person.

Twenty-five years ago fancy types were much used in printing. Now we have gotten to a point of severe plainness, distinct yet



The casual visitor, whose interest in newspapers or in advertising makes him watchful, is always surprised at the complete and thorough dominance of that remarkable newspaper:—

The Memphis Commercial Appeal

"The South's Greatest Newspaper."

It covers MEMPHIS and the prosperous territory tributary to it in a manner that seems perfectly natural to the resident who knows because he has seen its remarkable development or has grown up under its influence.

The Largest Daily and Sunday Circulation in the South

Statement for Six Months Ending June 30, 1913, shows:

AVERAGE DAILY, 1913.....	57636
AVERAGE DAILY 1912.....	55618
GAIN DAILY.....	2018
AVERAGE SUNDAY, 1913.....	90073
AVERAGE SUNDAY, 1912.....	87438
GAIN SUNDAY.....	2635

95% Of the newspaper readers in Memphis read The Commercial Appeal.

And what makes it all the more valuable,—

97% Of the city circulation is carrier delivered into the homes.

The Weekly Commercial Appeal

Circulating among the farmers and planters of one of the richest agricultural sections of the world for the first 6 months of 1913

Averaged 102,698 Per Issue

THE COMMERCIAL PUBLISHING COMPANY,
Memphis, Tenn.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

artistic type. It is far more beautiful. There is more effective handling of rules, too, in framing up ads. In 1888 the printer prided himself on the way he could bend rules. That went out with the introduction of photo-engraving.

My opinion is that there are very few manufacturing houses that can run private plants except at a loss financially. It may be to their interest to run this department, because it is convenient to them. It is unprofitable, because they cannot keep the plant going all the time.

Manufacturers may find it convenient to control their own plants and be able to go in and say "Do this" and "Do that." But they save neither time nor money. In fact, many times they lose time, because when they are printing one magazine they have only a certain number of compositors on hand all the time, and when they want to get a big edition out, they have only the same number of compositors to get it out.

That is where the saving comes in in a large printing plant. We run from 250 to 300 people in all our departments. It is the switching them and putting them where they are needed and on the jobs which demand attention that makes it possible to make any money at all in the printing business. I call this the balancing of the office, and it is an important matter.

Business Men's League Has Advertising Committee

The St. Louis Business Men's League, the representative organization for the general advancement of St. Louis, has recently joined hands with the local advertising fraternity by appointing a standing committee on advertising matters, of which H. S. Gardner, of the Gardner Advertising Agency, is chairman. The vice-chairman is Ewing Hill, Jr., of the Western Advertising Company. The other members of the committee are: P. J. McAliney, president of the St. Louis Poster Company; Louis Blumenstock, of the Blumenstock & Bros. Adv. Company, and C. L. Fisher, of the Fisher-Steinbruegge Advertising Company.

The offices of *Good Housekeeping*, *Hearst's*, *Cosmopolitan* and *Harper's Bazar* have moved from 381 Fourth avenue to 119 West 40th street.

Woodhead in Chicago

William Woodhead, the newly elected president of the Associated Advertising Clubs, spent several days in Chicago on his way West following the Baltimore convention. The Advertising Association of Chicago gathered at luncheon July 16 in the club quarters and listened to Mr. Woodhead's ideas on some phases of the work of the clubs during the coming year.

He intimated that it is highly probable that the finances can be so arranged that there will be money in the national treasury for the payment of skilled men to assist in various phases of the work of the club individually and collectively. He discussed the basis of voting membership in the national convention and received the ideas of Chicago men as to necessary restrictions in the representation in conventions.

Woodhead himself holds that the clubs should do all possible through their membership to extend interest in advertising and the knowledge of its successful application. It was suggested at this meeting that the membership of the various clubs be divided into twenty or so parts, each division embracing the men interested in a particular phase of advertising. Then in the national convention, clubs would be permitted votes only in those divisions which were represented in their membership by men who belong there. Thus if the club at Franklin, Ind., had no advertising agent on its rolls, that club would be allowed no representation in the agents' division of the convention. This is one of the schemes which has been proposed in a tentative way for the consideration of the clubs.

The Telegram to Attract Attention

The Miami Cycle & Mfg. Company, of Middletown, O., is sending a special series of letter-telegrams to dealers for the purpose of getting their co-operation. Following is the letter sent out under date of July 17:

"We enclose herewith a telegram—the first of a series that will reach you regularly.

"The psychological effect of a telegram is too well known to explain here. We have made inquiry of a number of our agents to whom, during the last month, we have sent out telegraphic bulletins on the small, regular telegraph blank such as furnished by the telegraph companies. Those dealers who displayed these telegrams in their windows have been so enthusiastic over the results obtained that we have decided to send you regularly a large telegram similar to the one enclosed.

"Paste this, with the stickers provided for the purpose, in your window and watch the crowds stop and read. It will draw people from the opposite side of the street, and once you get them in your store it is up to you to tell your story.

"After you have tried these telegrams out, the writer would greatly appreciate an expression of opinion from you regarding them."

My Recollections of the First Days of "Printers' Ink"

By S. E. Leith

Former Private Secretary of George P. Rowell and now Eastern Manager of Associated Farm Papers

GEORGE P. ROWELL, the founder of PRINTERS' INK, concluded it was a wise thing to give an employee a high-sounding title whenever possible.

Accordingly, I was known as his private secretary at the time PRINTERS' INK was launched in 1888, and so it came about that I had the distinction of reading proof on the first number. I know of nothing that more clearly demonstrates the wonderful improvement in scientific advertising than the present-day issue of this publication.

By his own confession, Mr. Rowell had three distinct purposes in starting PRINTERS' INK. First, that he might have a medium through which to give expression to his ideas; second, that there might be a house-organ for the George P. Rowell Advertising Agency and the other firms in which he was interested; third, with the faint hope that it might develop into a real commercial institution.

THREE PURPOSES

All three of these purposes were ultimately realized, beyond the most sanguine expectations of its founder and before his death.

The difference between that first issue of PRINTERS' INK and the issue of to-day, is as great as the difference between Robert Fulton's first steamboat and the magnificent "Washington Irving" of to-day.

In "Forty Years an Advertising Agent," Mr. Rowell writes: "Nobody thought it was possible to so edit a paper on the question of advertising as to have it read." Editorial contributions were harder to get in those days than advertising contracts — no one thought of discussing the subject in print.

Charles L. Benjamin was editor and publisher, in fact, he was also

business, circulation and advertising manager.

To-day it takes a very considerable force to look after the various departments of the same paper. Not until the issue of November 15, 1888, was it really known that George P. Rowell & Company were publishers of PRINTERS' INK, this being the first time mention was made of that fact, because his partners were not strongly in favor of it, and scenting the possibility of failure, the Rowell name was withheld until it became evident that this might be all that was necessary to make success assured.

HOW FIRST ISSUE LOOKED

The first issue contained the table of contents right on the first page; how impracticable this would now be.

It was then \$1 a year, which price has varied all the way up to \$5 and back to \$2. Advertising space was to be had at \$15 per page or fifteen cents per line, and no great objection was raised if space ran over.

The typographical appearance of that first issue is truly a joke as compared with a copy of to-day, and could some of the men who participated in those early numbers see what was then considered expert copy work they would indeed be amused.

PRINTERS' INK was not launched without a very considerable amount of careful study. The selection of a title was no small part of this study. In his effort to secure just the right title, Mr. Rowell offered a prize of \$10 for the best suggestion, which was to be sent in by employees of the office in sealed envelopes.

Of course, every member of the force knew that Mr. Rowell had this question at heart and had been trying to satisfy himself with the

Not More Advertising

"The time has come when we must recognize the fact that the man who serves will be the man who profits"—WOODROW WILSON.

NOT *More* Advertising Agents but Better Ones is, practically, the motto of one of the great publishing houses which demands of every agency recognized that it justify its existence by *service*. That is the *only* excuse an agency has for being, and there are few who can make this excuse valid.

Sixty or more advertising agencies in New York perform various professional, clerical and executive services for their clients. At least seven of these, however, are distinctly constructive in their service.

These seven Agencies study business conditions, manufacturing processes, circulating media, literary style, art, typography and everything else that they believe will enable them to do good advertising for their clients.

Then they give their clients honest advice as to when and where and how to advertise, and help them do it.

If the major part of such advice and aid is

ng Agents, but Better Ones

good, each of these Agencies expects its business to grow — on its merits.

Should any of these Agencies ever fail to give good advice and aid, it should expect its business to decline — on its merits.

Each exists rightfully only as it serves. That such *service* is valuable to advertiser and publisher alike is demonstrable. The advertiser who has never had such service is missing something. There are good things in store for him if he will wake up to his opportunity and learn where and why a real advertising agency exists.

Among the agencies who do render such service and can give an excuse for being, is the

H. E. LESAN ADVERTISING AGENCY

440 FOURTH AVENUE :: :: NEW YORK
OLD COLONY BUILDING :: :: CHICAGO

The verdict on the "Advertising Mirror" ads will be announced in Printers' Ink of August 14th. No "Mirror" ads until then — maybe none after that, if the verdict goes against us. We have some other thoughts on Agency service to communicate, however, and some of them will appear in Printers' Ink in the interim.

name PRINTERS' INK, and so all the force, with one exception, thought they would meet with his approbation by suggesting his pet name. This one man suggested "Advertising Notes," and was very much surprised to get the \$10, in delivering which Mr. Rowell remarked that his suggestion was the poorest of the lot, but he was given the prize for being the only one with sufficient nerve to be original.

The first editorial announcement said PRINTERS' INK was to be a "Class Journal!" The word "class" has been dropped since the issue of December 1, 1888, when it assumed its present claim of being "A Journal for Advertisers."

The first editorial announcement definitely stated the little paper would be issued to convey information and entertainment to publishers, printers and general advertisers. It is interesting to note that the general advertiser was, in those days, the last consideration even with Mr. Rowell, also that the entertainment idea has been entirely wiped out.

No advertisements were admitted to the front pages for some time. Then I believe the *New York World* was the first to secure that position, and, if my memory serves me right, on an exchange basis. To-day the influence of PRINTERS' INK is so great that many advertisers are willing to pay a very considerable sum for that privilege.

In the first issue, the Moss Engraving Co., *Seattle Post-Intelligencer* and George P. Rowell were really the only users of space. This condition changed rapidly, and it so pleased Mr. Rowell, that beginning with the issue of March 1, 1889, and for some time thereafter, there was published a list of new advertisers appearing in each issue.

In most of the early issues the back page was devoted to jokes pertaining to the business. Mr. Rowell never approved of that page. Why should a man laugh, when he might be reading an advertisement that brought in real money?

The first statement of circulation was made with the issue of November 15, 1889, showing that the previous eight issues averaged 8,100. Not 5 per cent of those subscriptions would get by the post office to-day, but PRINTERS' INK enjoyed a second-class entry beginning with its second issue. No one thought of paying cash for a trade paper then. To-day no one expects to read PRINTERS' INK unless it is paid for.

THE FIRST YEAR

During the first year PRINTERS' INK was very largely a house-organ for the Rowell Advertising Agency, and a medium through which to make exchanges for space to be used by the Ripans Chemical Company, which was controlled by Mr. Rowell. How changed is all this now! Practically the only other patrons of the advertising pages for the first year were E. C. Allen, A. F. Richardson, S. C. Beckwith, T. B. Eiker and F. K. Misch. Only the one name, that of S. C. Beckwith, has survived the twenty-five years.

It is interesting to note that in many of the advertisements appearing in the early issues papers such as the *Seattle Post-Intelligencer* definitely requested that inquiries be sent to the home office or George P. Rowell & Co. Eastern Agents. When this firm was not specially designated, in nearly every instance, advertisements were signed, "Address home office or any reliable advertising agency."

PRINTERS' INK was soon recognized as being worth while, and, owing to the unusual ability of its founder, made rapid growth, in fact it grew much faster in circulation than in revenue production, until the question of finances became the topic of some very serious discussions between Mr. Rowell and his partners, most of which usually wound up by Mr. Rowell signifying his willingness to buy out the other interests if they were not satisfied. PRINTERS' INK survived, not so much by reason of its being a financial success, as it was owing to the "never

Pictorial Review

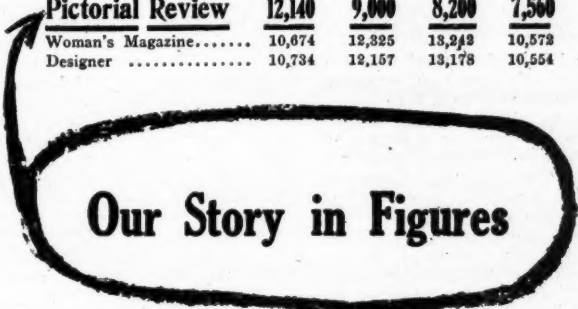
Circulation *now* over 900,000 copies per month

PRINTERS' INK

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

WOMEN'S MAGAZINES

	1913	1912	1911	1910
Ladies' Home Journal....	17,355	16,349	14,597	18,256
Woman's Home Companion	14,753	15,204	14,640	16,144
Delineator	12,611	13,457	13,843	11,252
Pictorial Review	12,140	9,000	8,200	7,560
Woman's Magazine.....	10,674	12,325	13,243	10,572
Designer	10,734	12,157	13,178	10,554



Our Story in Figures

Pictorial Review has made these same records nearly every month for two years or more.

Lane Clark Inc.

Chicago

NEW YORK

Boston

say die" qualities of Mr. Rowell.

Mr. Rowell really loved the paper for the opportunities it brought him to draw people into controversy and so give vent to ideas which had been turning over in his mind for years and which he had never been able to make the public consider seriously. He loved a fight and used PRINTERS' INK as his battleground. But few ever realized the immense satisfaction he derived from being able, through its columns, to utilize that rare and rich sarcasm of which he was capable and for which he was famous. How often have I heard him chuckle to himself as he realized the anger likely to result from his ability to speak the truth in just the opposite way to which it should be. Many, many times I have heard him remark, "That may not be exactly correct, but let's publish it and see what results."

SOME ACCOMPLISHMENTS

The life of PRINTERS' INK has been one of more than ordinary usefulness. It did much to supply orders for the George P. Rowell Advertising Agency; it furnished the real power that promoted the Ripans Chemical Co. Even the Seth Thomas Clock Co. benefited by its influence among publishers. It was a strong factor in reforming the printing ink trade and developing the W. D. Wilson Co. Through it originated most of the ruin which has come to false methods of the publishing and advertising business, while safely can we give credit to PRINTERS' INK for the inspiration and instruction that made many of our recognized advertising authorities what they are.

Probably 90 per cent of all the development realized in the advertising world of to-day can be traced back directly to the various controversies and discussions which have originated in PRINTERS' INK, for until the inception of this work by Mr. Rowell, practically nobody thought of advertising as a thing susceptible to being developed into a real science. It was tolerated with just about as

much enthusiasm as the office boy.

It was surprising to note how the attitude of Mr. Rowell was changed in his dealings with other publishers, after he began publishing PRINTERS' INK. Frequently I heard him refuse to let a cut rate or free space proposition be submitted to some papers on the ground that he himself would not entertain such a bargain for PRINTERS' INK.

In so far as I am able to learn PRINTERS' INK has survived longer than any other publication founded on a similar general plan, and out of this personal hobby of Mr. Rowell's has sprung the greatest exponent of advertising intelligence and progress—the PRINTERS' INK of to-day, a real commercial success and national benefactor.

May this monument to the greatness of Rowell and to the development of the greatest science in American commercialism, be sustained and cherished for all times.

Make Your Mail Matter Better

Stores that have long sold waste baskets report that the demand for larger waste baskets is constantly on the increase. This fact cannot be construed to mean that more mail matter than ever before is being disposed of in this way, but nevertheless a tremendous amount of advertising matter sent out by various organizations and business houses finds its way to the basket, the simplest form of disposal at the hand of the business man.

Rochester is well known for its co-operative spirit between the various business and civic organizations and recently the Ad Club offered its support to the Rochester Chamber of Commerce in whatever movement the latter saw fit to enlist its aid. At a recent meeting of the Ad Club, Assistant Secretary Ralph Barstow urged the appointment of a committee of three to five Ad Club members to study the situation and present a plan to overcome the indifference existing toward mail matter. Inasmuch as there is an educational committee in the Rochester Ad Club this matter was turned over to it to solve.

Pemberton Leaves Field-Lippman Co.

Howard Pemberton, advertising manager of the Field-Lippmann Piano Company, St. Louis, has just resigned, to accept a position with the Nolley Advertising Company, New York.

How Can the Paris Label be Fought?

Suggestions for a Campaign of Education That Shall Make American-Made Fashions Desirable—Address Before American Society of American Fashions for American Women

IS there any chance of success in fighting the Paris label, the genuine as well as the false? Malcolm Wilson, of the Blackman-Ross Company, New York, whose specialty is the advertising of branded textile products, thinks there is; moreover, he lays down a complete campaign of action.

He outlined his views comprehensively in a talk recently before the American Society of American Fashions for American Women.

Following is a part of what he said:

"Why cannot New York be made to mean in fashion just as much as Paris? Why cannot 'American-made' be forced to mean more than 'Imported'? I say more, because there has got to be competition. Paris always has and always will supply fashion competition, and America must give something better than Paris, more suitable to our public, if American fashions are to gain a permanent place in the hearts of American women.

"Now to get down to fundamentals—what are the things that make a dress or a garment acceptable? Are they not design, workmanship, finish and goods? What can be done to establish American design, American workmanship, American finish and American goods in the minds of American women?

"Most of our fashion publications maintain a fashion bureau in Paris, and experts either live there or visit Paris two or three times a year. Fashion news, more or less accurate, is consistently ground out to appear in the journals which employ them. Sometimes, however, the best ideas are obtained by the publications' local representatives here in New York,

Half A Million Lines Gain!

Beginning with the opening of the Fall business, October 1, last, the **ST. LOUIS TIMES** up to date has gained in the seven months the

**Stupendous Total
485,700 Lines!**

This remarkable growth in advertising gains has been made *at increased rates, on top of unheard of previous gains.* This gain is not a gain from nothing. It is a part of a record of steady progress made during the past six years by

THE
St. Louis Times

Circulation Now 100,000

Lane Berner Inc.

Managers Foreign Advertising

Chicago NEW YORK Boston

at the Waldorf or the Plaza. I know this to be a fact and they all go in as strictly Paris ideas. Why should not bureaus in American fashions be established in New York, Boston, Philadelphia, Chicago and San Francisco?

"Why should not a real campaign of education be disseminated through the press in regard to fashion tendencies in these centers? Why cannot the whole matter be treated with authority? No apologizing, no compromising, but clean, clear-cut statements which will carry conviction.

"Bring influence to-day upon the department stores so that they may cry as loud as they like when they have foreign goods to sell which have really been imported, but that they cease from adding the word 'imported' to Irish poplin made in New Bedford or 'imported' serges which were made by the American Woolen Co.

"How do department stores and tailors, both men and women tailors, help in representing the fabric which goes into any garment? I was investigating domestic woollens some years ago and went to a tailor, not three miles from Fifth avenue, looking for information about them. He said: 'I can't do that, because I only make suits of imported goods. I haven't a yard of domestic goods in the house.' I went back to the woolen house. They showed me a bill receipted for five pieces of domestic goods, which had been delivered to the tailor less than a week before.

"It is agreed by all advertising men that the cutter-up is the toughest proposition in them all. Through devious ways of selling he is a great supporter of the private brand. It enables him to sell a number of houses in the same town. He wants all the business as well as all the credit. He knows that the department store knows he does not make the cloth. The department store knows that the consumer knows that neither the manufacturer nor the department store makes the cloth, but he wants somehow to get credit for garment and cloth and usually obtains it by such a

trade-mark as 'Grand,' 'De Luxe' or 'Perfection.'

"Women's publications are aggressively giving publicity to the American idea. Unquestionably this is doing good, but it is not far-reaching enough. It is absolutely necessary in order that any tangible result be obtained that aggressive, general and consecutive work be undertaken.

"You want a permanent organization. A big man to lead you—the biggest you can lay your hands on. You want to get in line the whole press, the trade press, the women's magazine press, and the daily press. You have got to educate the women to the fact that 'All is not gold that glitters,' and that Paris or London or Chemnitz or Calais are not all that there is to fashion.

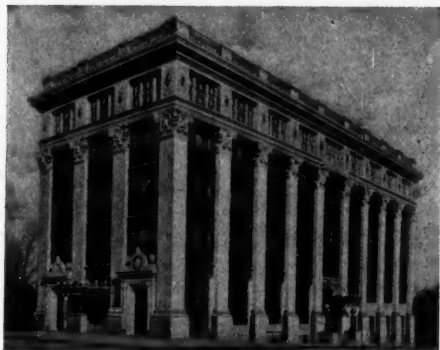
"As I suggested before, I think you should establish a bureau of fashion. I think that we should have a regular publicity bureau. I think that money should be spent to make the American fashion idea feasible, and I think that you manufacturers could get together and see if it is not possible to come to some general appreciation of the value of labels.

"Whenever I talk labels to a manufacturer he goes right up in the air. He simply can't see it. And yet really it is the crux of the whole matter. Without some identifying mark on the goods, it is absolutely impossible to do anything practicable, and to obtain any better results than you do by talking to salve a guilty conscience.

"I would like to see a garment label in universal use which would bear information that the garment was made in America, that it was known to the consumer by a trade-mark—that the goods were made by So-and-so, the laces by So-and-so, the linings by So-and-So.

"The result, of course, at first might not be startling. It seldom is, but if such information was distributed all over this country, year in and year out, what a wonderfully practicable method of promoting American fashions it would be!"

Oklahoma's Greatest Farm Paper



THE Oklahoma Farmer-Stockman

announces an increase of rates Aug. 1, 1914

**PRESENT RATE—20c—Circulation 75,000 Net Paid
AUG. 1, 1914, 30c**

The paid circulation of The Oklahoma Farmer-Stockman has passed the 75,000 mark. The rate is still 20 cents a line, a remarkably low price for farm circulation. The new rate will be 30 cents, but you are going to have another full year to enjoy the 20 cent price.

On and after August 1, 1914, The Oklahoma Farmer-Stockman will guarantee 90,000 circulation at 30 cents per agate line.

THE FARMER-STOCKMAN IS THE ONLY WEEKLY FARM PAPER IN OKLAHOMA

Its circulation is about 25,000 larger than any other agricultural publication in the state. More than 90% of its circulation is in Oklahoma.

Every month it carries more poultry, more classified, more livestock and more local advertising of all kinds than any competitor. It is the paper that the farmers themselves advertise in. It is the paper they read. It pays.

THE OKLAHOMA FARMER-STOCKMAN

**E. K. GAYLORD, General Manager,
Oklahoma City, Oklahoma**

Represented by E. Katz Special Advertising Agency
15-19 E. 26th St., New York Harris Trust Bldg., Chicago

33% More Circulation Without Extra Cost

At last the law has smoked some circulation figures in the high class New York evening field out of their hermetic and hermitic seclusion.

They prove — what the GLOBE has long been proving—that it has the largest circulation in its field. Here are the figures; reported to Uncle Sam for the 6 months prior to April 1st, 1913:

THE GLOBE	Evening Mail	Evening Sun	Evening Post
130,524*	120,904	104,396	29,400

The significance of the GLOBE circulation for the careful space buyer lies in its remarkable growth without any effort except editorial merit. Here are the figures,

based on NET CASH circulation averaged for the years ended

June 30, 1911.....103,333

June 30, 1912.....126,535

June 30, 1913.....134,205

(Circulation for month of June, 1913, 153,237 NET CASH SALES.)

This is 33% growth in 2 years—outgrowing the growth of New York.

But the GLOBE rate card has not “grown.” It now gives you 33% more circulation without increase in cost—the most economical space buy in the high class New York evening field.

This excess circulation represents the wants of a good sized city, certainly worth handing over to your Sales Department—without extra cost.

In New York it's

The  Globe
 AND **Commercial Advertiser.** 1912.
NEW YORK'S LARGEST NEWSPAPER.

* The GLOBE is the only New York paper with A. A. A. and N. W. Ayer audits.

What a Field Investigator Has Found Is View-point of Dealers

By W. A. Martin, Jr.

Of Chalmers Knitting Co. (Porosknit), and Former Secretary of Assoc. Nat. Adv. Mgrs.

I HAVE had the good fortune to talk as a representative of the advertising department of Chalmers "Porosknit," with almost every dealer selling men's furnishings in about one hundred towns and cities in Ohio, Indiana and Pennsylvania.

You ask, "Just what kind of an individual is the dealer?"

He is delightfully human—fair and square. He eats, sleeps and laughs as you and I do. It pleases him to receive a call from a man who is not trying to wring an order out of him. He is interested in good goods, is courteous, willing to listen to facts that may help him, and willing to give information if approached in the right way.

Our class of dealers, clothiers, dry goods, department stores, and haberdashers, especially, are, I should judge, about the highest type of all dealers.

The majority are intelligent and know their business better than is generally supposed. It is refreshing to see the enthusiasm that can be made to sparkle in their eyes, particularly when they see you understand some of the inside points about their various lines of merchandise, and are thus on common ground with them.

Invariably, they say, "Come again."

Perhaps, the biggest thing I gained in my travels may seem to some to have little to do with advertising, but to me it has everything to do with it—namely, greater faith in my fellow man.

We set out to investigate our dealer situation, to get information and to give it. The best way to get it, is to give it.

We've found that conclusions cannot be based on the results of a few dozen visits with dealers. It's the averages of several hundred calls that tell facts. Anecdotes of happenings in a few

stores, while entertaining, are misleading, as we are wont to place too much importance on them, and generally no two anecdotes have the same bearing on a problem.

Chalmers "Porosknit" is sold through jobbers. So the first thing to find out is: "Does the dealer carry it?" If so, is it going well? If not, why not?

NO "CANNED" STORY

I have no "canned" story to give a dealer. My talk is built upon what he says and what I see in his store. If he has our goods (the good ones generally do) and everything is satisfactory, I may explain some things about his stock which he or his clerks may not have noticed. I tell what the advertised Chalmers "Porosknit" label and guarantee mean to his store. My endeavor is to leave in the store a better knowledge than he may have had about the quality of the goods. Clerks are talked to, too; so that they can show our goods to better advantage to customers. We discuss how union suits are displacing two-piece garments, how to measure a man to fit with a union suit, the advantage of our three-quarter length unions, etc. In some cases, I give suggestions as to what and how to buy.

In the main, I'm out to sell the merits of our goods. We don't take orders except through our jobbers.

If one "has bought," and is thinking I want to sell him, I emphasize that I'm the advertising representative, not selling. Our talk generally brings out points regarding advertising and the merchandise in general throughout his store.

If he has any complaints to make, I endeavor to adjust them or explain the matter to him.

He will generally agree that if

he has an underwear department, it is best to make it a good one.

If he doesn't carry our goods, then I tell him why it would be to his advantage to stock them. Frequently I tell of what we have found to be a sort of "model" underwear department. He listens willingly and usually assents. A competitor's line is never knocked, nor is the dealer antagonized by having his buying judgment directly questioned. In fact, I'd rather see him have the genuine in each style. If he has an imitation in one style, he'll likely have it in others; and vice versa, if he has good brands in other styles, he'll probably have the genuine "Porosknit."

AN ARGUMENT FOR THE LABEL

"Our label, being so well known," I explain, "means that if the garment wears poorly, the customer will blame 'Porosknit,' not your store. Therefore, it stands to reason that it's to our interest to make it as good as we can. If the customer gets satisfactory service out of the garment, he will come back here again as a regular customer on all lines. At least, he will not be kept away. A garment which you could get for *less* money *might* not be so good, as it would likely be of cheaper material. You would be taking a chance. If an unknown brand wears poorly, your store might be blamed for it. With Chalmers 'Porosknit' you take no chance. We guarantee satisfaction or money back. Our guarantee means that we use the best grade of combed yarn, the seams are sewn well, covered and flattened, etc., etc."

Sometimes I drop pointers to clerks, for instance, on how to sell a necktie to a man who comes in for a collar. Often the attention of clerks is called by the dealer to our talk, and in several places I've been piloted in detail through each department. I frequently talk with the advertising man and window trimmer, if a dealer has them.

Thus I get information and openings for making suggestions. In a few stores we've discussed

store arrangement. A large Louisville dealer was glad to have a suggestion that the bare tops of his cases be used for display purposes. He has thirteen windows. I suggested as a newspaper advertisement, "A Trip Around Our Windows."

For several I've written circular letters, a deed that wins warm friends.

One Indiana dealer had given up his agency for Hart, Schaffner & Marx clothes, and was about to throw up "Wooltex." I argued *so hard* against his "trading down" that I had to stop and explain that I was not working for "Wooltex." I was fighting against his inclination toward imitations in all lines including ours.

A Sharon, Pa., clothier, antagonistic at first, became a friend when I fitted a customer by trunk measurement for a union suit, and showed him how to do it. He thought it fine for "Porosknit" to send a "man from the factory." A dealer named Ben Davis was given the suggestion to use his name in the sketch of an apple as a trade-mark in all his advertisements.

KNOWING WHAT IS DONE WITH TRIMS

In the spring I personally got several hundred orders for window display outfits. We tell dealers to put socks, garters, etc., in the same window with "Porosknit." We were not sure just what the dealer would do with certain things sent him for his trims. But we found out by calling while the trims were up.

I leave something with each dealer, a style list, list of jobbers, etc. After my call, he gets a letter of thanks from our home office for the courtesy extended me. A report of calls is made to the home office, which gives us a mental picture of each store visited.

In the spring in towns where we were going to use the local newspaper, many dealers wanted to know how *large* the advertisements would be. The question was caused, perhaps, by the "big space" talk of some national advertisers in the past, and since the

The Executive, Editorial, Circulation and
Advertising Offices of

To day's

Magazine for the Home

now occupy the entire eleventh floor of
the new building at

461 FOURTH AVENUE
Corner 31st Street
NEW YORK CITY

(Telephone number 5912-5913 Madison Square)

This move is another step in line with the intention of the publishers to make TODAYS positively the leader in its field. It has been recognized that the facilities in New York City for fulfilling this purpose are greater than in any other place in the country. The modern printing plant owned and operated by TODAY'S MAGAZINE will remain in Canton, Ohio.

TODAY'S MAGAZINE.
G. T. HILL, Jr., General Manager.

July 24, 1913.

local department store and biggest competitors use large space, the dealers couldn't conceive of a small advertisement being so arranged typographically as to "stand out" on the page and "get across" to the reader.

In a couple of such instances, I showed the dealer a few things about setting up a small advertisement and sent him some of Farrar's PRINTERS' INK articles on typographical display for small newspaper advertisements.

Dealers know a great deal about our advertising in the *abstract*, though not much concretely. That is, at least unconsciously they have recognized it, though a few did not realize until I called that they didn't have garments with our label on them. One in Erie, Pa., said, "I've a couple of your union suits here a customer brought back." I said, "Let me have them; I'll give you your money back." They turned out to be without our label.

The majority of retailers favor advertised brands; that is, they carry them. Some perhaps favor them without intention, being carried by the drift. That they read our letters and direct-by-mail advertising was proven by the fact that they knew all about our local newspaper advertising in Ohio this spring. In a few instances, the merchant had a letter from us in his hand when I called.

I don't think the letters from well-known firms are wasted. They are willing to read what Holeproof, Interwoven, Lord & Taylor, Chalmers "Porosknit," etc., have to say. The greatest waste I see in dealer literature is from the horde of unknown concerns of whom we don't usually think when we consider advertisers.

A "STUMPER" AND THE ANSWER

The dealer who talks of the cost of advertising "coming out of his profits or the quality" of the goods can generally be appeased. The hardest "stumper" is when he calls your attention to some "fake" advertisement in a newspaper, after you've told him that an advertised brand *must* be of

good quality. Two Ohio dealers told me of a faker who got rich (in money) before he was caught.

One thing the dealer admits is that he would not be without a known brand of collars or hats. Few would buy the unknown "Martin" hat or the unknown "Williams" collar.

I've found two general classes of dealers:

(1) Those who buy according to *price*. They want the cheapest in everything.

(2) Those who want to buy the best *quality* of merchandise.

I think there is a slight majority in favor of the latter class. The haberdashers, of course, carry the better quality of men's apparel.

If the town has three department stores, usually only one "trades up."

The majority of department stores carry the cheaper grades of men's goods, even though they may feature quality brands in women's lines. Several department store buyers admitted they would like to stock better men's goods, but the store policy prevented it. As a dealer put it:

WHEN A WOMAN BUYS FOR A MAN

"The woman customer in the department store will most likely want or at least be able to obtain good quality wearing apparel there for herself, but when she steps over to the men's department to get something for her boy or husband, *she must be given a bargain*. Thus she gets cheap materials. The men's counter of the department store has to draw trade away from the men's stores by price inducement."

A classification might be:

I.—25 per cent—about ideal dealers.

Some haberdashers are very high class, and some clothiers are very progressive.

II.—25 per cent—fairly good.

Some of these may go soon into the first class.

III.—25 per cent—"some hope for."

Some might become fairly good.

IV.—25 per cent—"not much hope for."

Of the last are the ones who will be out of business next year.

They are (a)—ignorant.

(b)—unambitious.

(c)—cheap bargain-ers.

(d)—dishonest.

The majority of dealers can be met on an equal basis and talked to logically. Some few, however, are in the business of not agreeing with anybody on anything. They're "agin" you before you start. Some only imagine they're opposed to advertised brands.

There is one type of department store buyer in particular who argues first of all that he is not allowed a sufficient margin of profit. It matters not what the profit is (he may not know), but one thing sure, it is not enough. He seems to think you will go right home and change your prices. He simply likes to complain. He doesn't stop to think that he is not the only buyer you have talked with. He makes his own life miserable by his continuous wail. I'm really sorry for him. He's not wholly to blame. He is driven hard. He must make a good "showing" for his department this year, not next, and his job is always in jeopardy.

If you tell him the amount of profit in your goods, it costs him just that much to do business. If you appease him on one thing, then he yowls on another.

But (ah! a ray of hope) if you succeed in switching him to the question of quality of goods, he's somewhat surprised, and then can only listen. This shows the folly of coming to a conclusion after only a few calls.

There are many broad-minded men among the department-store buyers, of course, with whom it is a distinct pleasure to deal.

LEADING THE INEFFICIENT

Some of the inefficient dealers can be easily led. With them, considering two men of equal ability, the man with the best proposition generally keeps the lead. You must go back and lead them over again, however, or the next caller might undo your call and a third man undo him. Of



Few national advertisers who can afford to use **The Saturday Evening Post, Collier's, Leslie's, Harper's**, and mediums of that class, which circulate most extensively in the large centres, can afford to omit GRIT.

GRIT takes up the message right where those mentioned leave off and carries it into fields of golden business opportunity.

The 14,000 towns and villages it reaches are virgin territory to nine out of ten general advertisers and unreached by the daily newspapers, or the so-called "national" magazines, to any appreciable extent.

It goes each week into more than 250,000 homes of people who pay five cents a copy for it, and is delivered by a system of boy agents and carriers that permits the reader to stop any minute the paper is no longer welcome. Can you beat that for high-class, live circulation?

The field is open, the time is ripe, the medium is at hand. Will you seize the opportunity or leave it to a competitor with more foresight and initiative?

We have overwhelmingly convincing statistics ready for you. Do you want to see them?

GRIT PUBLISHING COMPANY

Williamsport, Pa.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

At your service, any time, anywhere.

course, the honest man with the best goods should win out. Limited capital is the greatest handicap of some dealers of this class.

Most dealers or buyers write few letters and order little by mail. They prefer to buy from the salesmen with whom they deal regularly, or when they themselves "go to market." Some live retailers, of course, conduct a businesslike correspondence each day.

Aside from the department stores, not half of them have what could really be termed offices. About 10 per cent fail to have good desks.

It is more than a coincidence, perhaps, that the occasional merchant who has a typewriter, adding machine, filing cabinet, cash register, modern carrier system, etc., is almost always the one who sells good quality merchandise and features advertised brands. He is the one who has an automobile.

THE RIGHT TYPE OF SALESMAN

Many of the salesmen calling on retailers are not of the best class; most of them are nice fellows, personally, but lacking in ability to render real assistance to the dealer. One dealer said, "Some of them want to spit in my face; others want to cater to me. Even some of the high-class houses send us men who are too cheaply paid. Maybe they think their line is so good they don't need to send first-class men to us."

That class of salesmen doesn't help advertised brands any. Several merchants have told me they would appreciate talking with the advertising or sales manager for each one of the lines they carry, especially the clothing lines. To have men of such calibre calling upon them would more than offset the harm done by incompetent salesmen. And it's while living among dealers that a great number of advertising and merchandising ideas come vividly and frequently to one.

I've enjoyed enthusiastic chats with several live salesmen, however, particularly a Hull umbrella man in Indiana, who really sells advertising to dealers, and a fine

man the Loose-Wiles Biscuit Company has in central and eastern Pennsylvania.

Among those having men out doing good dealer work are: Boston Garters; Clarks's O. N. T. Thread; Butler Bros., who have men out "to thank you for that order"; U. S. Tires, and Hyatt Roller Bearings, who have men visiting garages without trying to sell; Corticelli Silk; and Geuder Paeschke & Frey, "Cream City Ware," whose salesman spends part of a day each week actually selling behind the retailer's counter.

Chicago Clean-up Plans

Now that the new Advertising Building is completed and occupied, the Advertising Association of Chicago is taking up various phases of work which have had to be neglected during the past year.

One of the first movements to be taken up heartily is vigilance committee work, with a committee of thirteen, composed as follows:

R. R. Shuman, president, Shuman-Booth Agency, chairman; Luther D. Fernald, *Collier's*; C. Henry Hathaway, Western manager, *Good Housekeeping*; S. DeWitt Clough, advertising manager, *American Journal of Clinical Medicine*; James M. Dunlap, president, Dunlap-Ward Advertising Company; Frank R. Hussey, advertising manager, *Chicago Evening Post*; Henry D. Sulzer, manager foreign advertising, *Chicago Tribune*; Reuben H. Donnelly, president, R. H. Donnelly & Sons Co.; W. J. Champion, sales manager, Geo. Enos Throop, Inc.; W. L. Pressey, W. J. Pressey Company; H. Walton Heegstra, H. Walton Heegstra Adv. Service; Capt. C. C. Healey, City of Chicago Police Department; Wallace Patterson, *Christian Herald*.

Four kinds of advertising will receive the immediate attention of the committee: 1. Fake piano sales. 2. Fake transient raincoat and clothing sales. 3. Fake financial advertising. 4. Objectionable medical advertising.

The committee is going to concentrate on clearing up the worst cases first, and take up other lines later. With several of Chicago's eight newspapers carrying more or less objectionable advertising, the committee has plenty of work ahead there.

Manager of Louisville Magazine

M. L. Chizzola has been appointed advertising manager of the *Illustrated Family Magazine*, of Louisville, Ky., the first issue of which will be published August 9. Mr. Chizzola has had experience with other magazines which are published as supplements of newspapers.

You Can Use These With Profit

Ohio Farmer

Cleveland

Is carrying the largest volume of business in its splendid career of 65 years.

Advertisers have learned that the buying power of Ohio farmers is tremendous, measured not only by income but by great needs and desires.

Ohio farmers are prosperous and progressive—they will buy your product if you tell them about it.

The Ohio Farmer reaches 128,000 every week—over 96,000 in Ohio.

Michigan Farmer

Detroit

Has at this time, July 15th, 1913, orders booked ahead for 65 full-page advertisements.

Each one of those pages comes from an advertiser who has used *Michigan Farmer* with profit.

This is the strongest evidence that can be produced that you too can use *Michigan Farmer* with profit.

Over 80,000 paid-in-advance subscribers—75,000 in Michigan.

Pennsylvania Farmer, Philadelphia

The only agricultural publication devoted exclusively to Eastern Pennsylvania, Southeastern New York, New Jersey, Delaware and Eastern Maryland. Investigation will show that this is a definite agricultural unit—a section where similarity of conditions make it possible for a single publication to successfully appeal to this community.

Advertisers who used *Pennsylvania Farmer* during the past year are contracting for a larger amount of space because they have proven that it's the strongest paper in its field.

Paid-in-advance circulation now 34,000. Guarantee of 40,000 by October 1st. Present rate can be held till October 1st, 1914, on contracts for advertising to start prior to October 1st, 1913.

You Can Use Any One of These Separate—Or Get Combination Rate for Any Two or All Three. Write Direct to Either Paper or Representative for Rates.

The Lawrence Publishing Company

Member of Standard Farm Paper Association

George W. Herbert, Inc.,
Western Representatives,
600 Advertising Bldg., Chicago.



Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York.



THE KNICKERBOCKER PRESS

Albany-Troy-Schenectady
The One Newspaper
Covering
**THE CAPITOL
DISTRICT**

Again breaks all records for percentages
of gains.

NET PAID CIRCULATION:

January, 1913	. .	24,210
February, “	. .	25,155
March, “	. .	28,059
April, “	. .	26,774
May, “	. .	27,554
June, “	. .	28,774

NOTE—In “Net Paid Circulation” we include
only papers sold for cash at the full subscription
price.

THE KNICKERBOCKER PRESS

Albany-Troy-Schenectady

**Also Breaks All Previous
Records in Advertising Gains**



For the six months, ending	
July 1st, 1912	1,874,656 lines
For the same six months in	
1913	2,286,130 lines
GAIN	411,474 lines

**Classified "Want Ads" Gauge the Strength of
a Newspaper as a Producer**

Number of Classified "Want Ads"	
for six months, ending July 1st,	
1912	26,661
Number for same months, 1913 . . .	51,518
SIX MONTHS' GAIN . . .	24,857

The Motto of
**THE KNICKERBOCKER
PRESS**
Is "Service"

A Guarantee of Advertising Merit

The first six months of this year was the biggest first half year The Boston Herald has ever had in display advertising. The Herald and its evening edition, The Traveler, printed in these six months 1,954,746 agate lines display, a gain over last year of 354,717 lines. This gain exceeded by 60,000 lines the combined display gains of all the other Boston papers.

In week-day display advertising The Herald and Traveler are second among Boston papers for these six months, exceeding the American by 31,278 agate lines and the Globe by 377,268 agate lines. In June the Herald and Traveler combined printed 3841 more agate lines of week-day display than the American, and 88,641 lines more than the Globe—in this latter case almost 12 columns per day more for every week day in the month.

The Herald and Traveler are read by people of more than average income. The daily circulation of these papers for six months past has averaged 217,873 copies per day.

The Sunday Herald, average for the same period 96,508, gives the advertiser all of the high-class circulation of Metropolitan Boston.

No argument is needed to convince thinking advertisers of the worth of Herald and Traveler circulation.

Local Trade Work Newspapers Can Do For General Advertisers

Advertisers, Agencies and Publishers Relate Experiences and Views.

ONE of the subjects considered at the recent Baltimore Convention of the Associated Advertising Clubs which evoked the keenest expressions of interest was how newspapers can help advertisers in local trade work.

The right kind of co-operation of newspapers with advertisers is so full of profitable possibilities for all concerned that PRINTERS' INK invited a number of agencies, advertisers and newspapers to take part in a helpful discussion of the matter in this Silver Jubilee number. A large number accepted the invitation, and a reading of the following contributions will impress one with the frankness and sincerity of purpose of their writers.

It will not escape attention that all the views do not coincide. Not only is there a difference of opinion as to the best methods of co-operation, but some writers doubt whether real co-operation exists at all.

But there are so many striking evidences of a new spirit at work among newspaper publishers that the pessimistic opinions may well be put down as the result of a wrong approach.

The disparity of views shows, at least, that there is still much work to be done—work that will be all “net” profit for the several factors in the marketing process. And this symposium may well help in bringing publishers, agents and advertisers together on the right basis.

Is It the Lure that “Bags” the Advertiser?

By W. E. Humelbaugh

Adv. Mgr., Genesee Pure Food Company, Le Roy, N. Y.

SOME years ago I heard a recently converted church member dejectedly declare that nobody paid any attention to him, now

that he was “bagged.” The talk of publishers and advertising agents about “service” reminds me of the bagged sinner.

A few weeks ago the advertising representative of a Philadelphia newspaper which was soliciting our business showed us a detailed statement of the number of grocers handling Jell-O in that city, and gave us reports of conversations with a large number of grocers regarding the standing of Jell-O with their trade.

This, of course, was done to get business. It is my belief that this particular representative, after securing the business, would be willing to make similar canvasses of the trade and furnish reports of the results, but in an experience of twenty-five years, which has brought me into very close touch with the advertising departments of daily newspapers, I do not recall an instance where such service has been rendered to us or any other advertiser. Perhaps other advertisers may be better informed or have better memories.

The fact is, it would be extremely difficult for publishers to get the precise information which advertisers need most. They can tell advertisers how many grocers, druggists or hardware dealers there are in the city or the country; how many dealers handle goods advertised and what they say about them, and perhaps tell something about the class of trade each grocer has.

This all “sounds good,” but it actually means very little to the experienced advertiser—and there should never be any other kind.

Probably the advertiser never lived who did not endeavor to get all he could from publishers with whom he dealt. Everybody likes the best position at the lowest price, but if the advertiser of to-day is getting from newspaper publishers anything more in the form of service than advertisers got ten or twenty years ago, aside

from cleaner advertising columns and some intermittent editorial talk about substitution, I am unable to guess what it is.

I am not finding fault. In my opinion the publisher who honestly gives his advertisers all that he contracts to give is no more to be required to perform extra service than any other business man.

Newspapers Supplying Real Help in Campaign

By Walter B. Cherry

Adv. and Sales Mgr., Merrell-Soule Co., Syracuse, and Vice-Pres., A. A. C. of A.

FOR a good many years I have maintained that monthly, weekly and daily publications which solicit business from the national advertiser will eventually evolve a plan to give the advertising "somewhat more than mere white space," as someone well put it at the recent Baltimore convention.

This service, plus, can be developed to very great efficiency. I believe it can best be promoted by the employment of the real out-and-out, honest-and-true, grown-up commercial salesman—a man who has sold goods successfully and does not know too much about advertising. In other words, let his selling sense predominate. A man who visits grocers, druggists, dry-goods stores and others, obtains more information, better and quicker, than a trained advertising solicitor.

I am often surprised at the ignorance of many merchants, who do not advertise, when the question of advertising is brought to their attention. It hardly seems credible that the man who puts a sign over his door, and has his name printed on his delivery wagons; who places a price-sticker on his goods or in his window, all to tell about his business, will in turn say that he does not take any stock in advertised goods, and that he can sell his customers what he wants to. There are so many of this sort that a man talking advertising to

them is more apt to antagonize than otherwise. So a salesman, who comes to find out the facts about selling, will get more attention and will be better able to draw out some information than a direct representative of a newspaper advertising department.

We have been very well pleased with some of the service which has been given us by newspapers such as the *New Bedford Standard*, the *Hartford Times*, and the *Meriden Record*, which have sent representatives out sounding our goods and reported verbatim what a grocer has said at such interviews. We presume there are many other newspapers, weeklies and monthlies which offer the same service, which is possibly available. It seems very likely that this practice will become more common as its value is seen.

A newspaper representative, whose name and whose paper I shall not mention, came to see me recently with a fistful of information about my own goods in his town, and it was gratifying to compare his findings with reports made by our representative, and doubly so because both agreed. This was a check on our own man and showed incidentally a commendable interest on the part of the newspaper, whose representative made the statement that it was its policy to give the advertiser somewhat more than white space in a paper, show the paper to prove his insertion, and then send him a bill covering the charge. That man was entitled to an order, and he got it.

This must not be considered either a threat or a promise to all papers that come in with equally good or possibly better information, but it does point the way.

The Right Idea is a "Tipping Bureau"

By A. G. Newmyer

Bus. Mgr., New Orleans Item

THE writer has always been in sympathy with the thought that the newspaper must deliver to its clients something more than cold metal and white space.

We do not believe that an advertiser can secure maximum results unless he has adequate distribution and maximum local dealer co-operation, nor do we believe that a newspaper can build itself into the big pulling class unless it has a maximum amount of result-giving advertising.

The Item does not believe, however, that a newspaper should act as a selling force for a national product. We believe that it serves itself best and its clients best and its local dealers best by putting this service on the basis of a "Tipping Bureau." For example, if a national advertiser tells us he is contemplating coming into this field, our promotion department figures out how much distribution the product should have in order to be easily accessible to the buyers of *The Item*. With these pivotal distribution points in mind, we write the advertiser to ascertain the size of the space he will use, the selling points regarding his product, and ask for sample copy of the advertising he will do. Then our promotion men go to these distribution points and say to the dealer: "Here's a tip. Such and such brand of baking powder is going to be advertised in this city to the extent of — (number of lines), and here's some of the copy to be run." Then we tell the dealer of *The Item's* circulation and what we believe such a campaign would do, and we make the suggestion that he get in touch with either the manufacturer or his wholesale distributor and stock up—and the dealer usually thanks us.

On the other hand, if we go to a dealer and try to sell him the stuff, so that we might secure this advertising, we are continually putting ourselves under obligation to him and sooner or later will become a first-rate nuisance.

Of course, we have statistical information on file—information concerning the possible consumption of our clientele, as well as information concerning the number of distributors of various kinds, competitive brands, etc.

We also make an effort to secure dealer co-operation for win-

The Syracuse Post-Standard

is the leader in the Syracuse field — from every standpoint

**Largest Total
Circulation
Largest Local
Circulation**

also

**Largest Volume
of Advertising**

The Post-Standard is delivered into almost every home of standing and purchasing power throughout central and northern New York, every week day in the year.

Over 48,000 net paid daily

Blue Bear Inc.

Managers Foreign Advertising
Chicago NEW YORK Boston

dow displays, interior displays, and the like, after the advertising has been running in our columns. Dealers nowadays have so many brands of their own that we find it essential to touch them up every now and then on the national brands, and urge their pushing them with as much force as they do their own.

We arrange for demonstrations also.

Sometimes we advise the use of circular matter to back up a campaign, particularly in the French section of this city, where English newspaper reading is not as highly developed as we hope to make it.

Sometimes we find an advertiser using only one local dealer, and after consultation with him we have secured dealers in the smaller outlying districts instead of concentrating the sale in one downtown point.

We have had some success in increasing the sales in this territory for a collar concern, for a varnish company, for a soap company, for a soft drink, for a talcum powder, and for many other articles of general use.

How Agency Got Newspapers to Help

By Joseph H. Finn

Pres., Nichols-Finn Adv. Company,
Chicago, Ill.

THERE are several dozen instances in the history of the Nichols-Finn Advertising Company in which we have utilized the newspaper co-operation to unusual advantage in securing trade analyses, the help of local jobbers and dealers and competitive reports.

One instance of last month was a large Middle Western manufacturer who had a dealer problem. He needed quick distribution before the advertising commenced in the various cities where try-outs were planned. And his sales force could not be utilized on it, inasmuch as they were busy on other goods and this happened to be a try-out proposition.

Through the big newspaper men in the cities in which it was de-

sirous of inaugurating the campaign, we secured the names of the right men to handle the distribution, their financial standing, business character and selling ability. Then by mail we closed with the best prospects. One dealer in a specified territory was to handle the new goods and was to maintain a warehouse to supply them to subdealers whom he appointed.

So successful was the idea that it was scarcely a fortnight before we had secured 100 per cent distribution over the desirable territory. The amount of goods purchased by these dealers entirely financed the advertising campaign and paid a legitimate profit before a line of copy appeared. And when it did appear its success was a foregone conclusion. An instance was the fact that a single newspaper page in one city produced \$126,000 worth of business.

Allow us to mention another instance of newspaper co-operation. We were making a canvass on a certain well-known and nationally advertised product. The endeavor was to locate the selling points that would create demand in the largest number of homes and would increase the consumption of the product. We had cards printed containing the questions that would bring forth the desired replies. These cards were shipped in good-sized numbers to newspaper men in large cities in which it was desirous to have an investigation made.

The newspaper man was instructed as to the best means of hiring a crew of men to get the questions answered by prospects for these goods. Within a week we had replies from sufficient territory to determine positively the big idea behind the goods which would sell to the largest number of persons and increase the consumption per person. Naturally, that campaign, founded upon that knowledge, was virtually impossible of failure, for we tabulated the results, and the analysis on its very face dictated the method of approach in selling these goods through advertising.

On an article of general con-

THE NEW YORK HERALD is the recognized standard
in the world's journalistic field.

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

THE NEW YORK HERALD publishes more exclusive
news than any other paper.

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

THE NEW YORK HERALD is the acknowledged
authority on political, business, social, literary, artistic, sporting,
army and navy matters.

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

The average income of readers of THE NEW YORK
HERALD is greater than that of the readers of any other paper.

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

THE NEW YORK HERALD reaches more possible
customers per thousand circulation than any other paper,
consequently there is less waste circulation to pay for.

THE NEW YORK HERALD IS A THREE CENT NEWSPAPER

THE NEW YORK HERALD is not the *best* paper
because it is the highest priced paper—rather it is the
highest priced paper because it is the *best* paper.

Which all goes to say that

THE NEW YORK HERALD

is

A GOOD ADVERTISING MEDIUM

sumption made by a prominent manufacturer who was anxious to open up certain new territory in which he had not been strong, we secured a detailed analysis of the market through newspaper co-operation by getting twenty very vital questions answered accurately.

It was possible by this means in this line of trade to find out exactly the correct goods that the dealer would like to sell—the goods that sold fastest and best suited the general trade. Consequently, the merchandise was altered to meet the situation. The points about it that the greatest number of merchants recited in favor of were featured with great strength in the dealers' circular. The consumer proposition was framed to adhere rigidly to the intelligence furnished by the dealers through the newspapers.

We had an average of 88 per cent distribution of the goods in the metropolis of the territory this manufacturer desired to tap. By the time the advertising had started, dealers had placed sufficient money in the manufacturer's coffers to pay a very handsome profit on the advertising and on the goods. With such distribution and with the dealer co-operation which it was possible to secure, this campaign was an astounding success. Records came from dealers before the advertising had been running a week.

Still another instance is that in which we secured, through diplomatic newspaper co-operation for one of our clients, the second largest dealer in his line in the United States, and probably the biggest buyer of that type of goods in any territory in the country, population considered.

We want to emphasize the fact that in each of these instances careful, scientific and diplomatic newspaper co-operation aided in achieving success, for all the cards were on the table face up before a dollar was invested in advertising. The profit to the newspapers will, of course, be far greater than their efforts, for they have assisted in creating a steady, consistent,

persistent new advertiser for their city. And the newspaper which we used in each case was one which could be logically utilized for this purpose.

On some occasions, owing to the intricacies of the prospective analysis, it has been necessary to use our investigation department; but we find that within the past few months the bigger and more progressive newspapers of the country have been waking up to the fact that aggressive advertising co-operation, namely, selling more than mere white space, is very productive to them, and we have been utilizing this avenue extensively.

Views of a House Making a Patented Specialty

By Truman A. De Weese

Dir. Publicity, Shredded Wheat Company, Niagara Falls, N. Y.

REPLYING to your inquiry regarding the help which the newspaper publishers give us in trade campaigns, I will say that as we are manufacturing a patented specialty, we do not receive, and do not expect, much "help" of this kind from the newspapers in which we advertise. If we were manufacturing one of the so-called staples, such as soap, or matches, or white flour, we would naturally invite the co-operation of the newspapers in impressing the retail dealer with the advisability of pushing our particular product ahead of the other fellow's. The friendly relations of the newspaper publisher with local distributors would be of more value to us and we would endeavor to place our advertising in such a way as to secure the full benefit of that friendly relation.

It happens, however, that with such a product as shredded wheat we have to sell it before it goes on the grocer's shelves. The grocer is therefore not such an important factor in the sale of our product as he might be in the distribution of a staple which had a great many competitors in the field. With us the grocer is merely a distributor. He passes out

shredded wheat to customers who ask for it, and who have been educated to ask for it through our various forms of advertising. He supplies a demand which we have already created for him and without any assistance or help from him. We endeavor to make him a friendly distributor, but we do not expect him to "sell" shredded wheat in the sense of making new customers for us.

Under these circumstances you will see that the newspaper publisher is not able to render us very much service, so far as our distribution is concerned, and I am not sure that we would care to have him interfere in our selling plans or trade methods, however friendly might be his intentions. Our methods of distribution are an evolution from many years of experience in marketing a peculiar patented specialty, the sale of which depends upon educational advertising, an important feature of which is the demonstration of our products in various ways.

While all this is true, it is manifestly to our advantage to advertise in a paper whose publisher stands well with the local trade and is a man of influence in his community. We cultivate the friendly favor of jobbers, retailers, and publishers, to the end that our channels of distribution may be kept free and unobstructed, so that we may realize the full benefits of our advertising. When it comes to the sale of shredded wheat, however, it is not possible to push its sale beyond the normal demand created by our educational work, and, even if it were possible to do so, we would not avail ourselves of any opportunities in this direction, knowing very well from our experience that any unnatural stimulus of any kind is followed by disastrous consequences.

Half-Hearted Performance of Promises

By G. C. Sherman

Pres., Sherman & Bryan, Inc., N. Y.

GENERALLY speaking, we have always found the New York representatives of the differ-

ent newspapers very ready in their offer to have their local advertising manager and his staff assist general or foreign advertisers with the retailers of the city in which the paper is published, but this offer is a general one and usually made with the knowledge that it will be forgotten as soon as made. In other words, their proposition is theoretical, and the local newspaper has not the organization to back up the offer. If the proposition is accepted and co-operation is asked for, we have found it is usually given in a half-hearted way.

A few years ago we asked the New York representatives of a list of papers which we were using in connection with a new newspaper advertiser, to have their local representatives call upon the dealers, advise them that the advertising was going to start and run regularly throughout a certain specified time and suggest to the retailers who should have the article in stock, to stock up with the goods to be advertised, so that they could supply the demand. We even went so far as to furnish the New York representatives with order blanks, which they in turn sent to their newspaper, and which the local representatives of the advertising department of that newspaper were to leave with the merchants to use in filling out a possible order. We do not, of course, know how many of these order blanks left with the New York representatives ever found their way to the advertising department of the local newspaper, nor do we know whether they ever went any further, if they got that far. Suffice it to say the advertiser did not get any orders written on these order blanks.

We quite appreciate that we asked of the newspapers in this instance about as much as one could ask. We just about asked them to go out and get orders for our client's merchandise. The New York representatives were willing; of course they were, because all they had to do was to ask their newspapers to do the work. But nothing came of the proposition that we could ever see,

and we therefore figured that such money as we had spent in getting the order blanks printed, etc., was money expended in finding out how little dependence could be placed upon most of the offers of co-operation made by newspaper representatives. This was several years ago. We were younger then than we are now. We would not go to this trouble and expense again.

Newspapers could co-operate splendidly with advertisers and advertising agents. It is possible for newspapers to do so much more in the way of co-operating with advertisers and advertising agents than it is for the magazine people. Of course, the newspaper publisher can say, when he takes your copy and gives it a fairly good position, he is doing all he is paid for. Perhaps he is right; we will not argue that point. But, wouldn't it be a fine thing if, when he got copy and schedule for a season's advertising from us for, say, the B. V. D. Company, he would make it a point to call up the most important retailers who should handle B. V. D. underwear, and tell them that this advertising was going to start on such and such a date; that the ads were going to be of such and such a size, and would appear under such and such dates, etc.; and suggest to the advertising manager of the store that he see if the department of his store were properly stocked with the merchandise to take care of the demand which the advertising would undoubtedly create. That is one of the ways in which they could co-operate.

Another way in which the newspaper publisher could co-operate would be to see that the advertising appeared on a page which was read by the class of people who should be interested in the article advertised—men's wearing apparel, for instance, to appear on or in close proximity to the sporting page, etc., so that it would fall under the eye of the greatest possible number of readers who would be interested.

We have always found newspaper publishers very willing to give us information in reference

to competition in their city, about the better stores and the articles of merchandise carried by the merchants in their city. We could also get pretty accurate information from them, not only on their own publication, where it circulates, etc., but fairly accurate information in reference to other newspapers of the city. And, strange as it may seem, this information can usually be depended upon.

We consider that the newspaper publishers have progressed as far in the fight to improve advertising conditions as any other one class of advertising men, and they don't err any more than anyone else in at times promising more than they deliver, but, as with all of us, they have great opportunities, if they will only improve them.

He Usually Gets Help He Asks For

By Charles W. Hoyt

Of the Charles W. Hoyt Service, New Haven.

I FEEL that we do receive from newspapers in local campaigns for foreign advertisers a great deal of help. I think we receive as much help as we are entitled to, because we always receive all that we ask for. It is true that some newspapers are much better fitted for this co-operation than others.

I do believe we get good co-operation from newspapers. To illustrate, we are just at present considering an advertising campaign for a patent flour. We wrote to the publisher of a newspaper in one of the large cities of the Middle West, asking him what he thought about making a trial in his city. The paper wrote, giving a full résumé of trade conditions as it pertained to this particular commodity. It is its judgment that the campaign would not succeed in that city, and we were told why.

Your third question is answered by the case of the publisher above. This particular publisher did make a trade analysis. He did talk to

(Continued on page 89.)

In Boston, It's The Post

Every Month in 1912 and
Every Month so far in 1913

THE POST WAS FIRST

In Local Display Advertising
In Foreign Display Advertising
In Total Display Advertising

Here are the figures for first six months of 1913 and 1912 (in agate lines) in Boston papers having daily and Sunday editions:

	1913	1912
Post . .	3,157,030	2,901,310
Globe	2,655,352	2,637,909
American . . .	2,386,946	2,477,987
Herald	1,888,718	1,623,441

Here Is the 1913 Post Lead Month by Month

	Post Led Globe by	Post Led American by	Post Led Herald by
January . .	35,077 lines	72,315 lines	163,489 lines
February . .	62,906 "	90,366 "	170,399 "
March . . .	81,944 "	136,822 "	231,702 "
April	101,363 "	128,295 "	230,934 "
May	100,428 "	183,057 "	247,781 "
June	119,960 "	159,229 "	224,007 "

Post's Lead For 6 Months	501,678	770,084	1,268,312
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Classified advertising not included in any of the above totals

Circulation That Gets the Business:

Daily Post Average for June | Sunday Post Average for June

423,367 | 312,281

Eastern Representative—Kelly-Smith Co., 220 Fifth Ave., New York
Western Representative—C. George Krogness, Marquette Bldg., Chicago



June 1913 Circulation: Daily 114,224, Sunday 143,325

Chart of the Circulation of the CLEVELAND PLAIN DEALER

And ADVERTISING RATES IN EFFECT AUG. 1, 1913

These rates are based upon a guaranteed average net paid circulation of 100,000 copies of the Monday Plain Dealer and 130,000 copies of the Sunday Plain Dealer. A pro rata refund will be made on advertising space at these rates should the Daily or Sunday averages fall below the figures guaranteed.

Display Advertising

Minimum space, 7 lines. Contracts written for one year only. Rate, run of paper per square line.

Single Insertion	Daily	Sunday	104 days or 3000 lines	Daily	Sunday
26 days or 1000 lines	20c	24c	156 days or 4000 lines	16c	19c
52 days or 2000 lines	18c	20c			
	17c	19c			

Position Charges

Next to reading matter	Add 2 cents to each rate	Minimum depth accepted, 2 lines
First following and next reading matter	Add 4 cents to each rate	Minimum depth accepted, 4 lines

Special Advertising

Minimum classified or reading space, 2 lines. Contracts written for one year only. Rate, run of paper, per square line.

	Daily	Sunday
Reading Notices, under rule	1.00	1.00
Mail Order—Strictly mail order advertising	15c	17c
Hotel, Resort, Publishers, Schools and College	15c	17c
European Advertisements	18c	20c
Classified Advertising all classifications	15c	17c
Automobile—52 days or 4000 lines	15c	17c
Less than 52 days or 4000 lines, card rates.		
Steamships and Time Cards	12½c	12½c

When cuts or display type are used in a classified advertisement, the entire space occupied will be measured.

THE PLAIN DEALER PUBLISHING CO., Cleveland, O.

Advertising Representatives

J. C. WILBERDING
Brunswick Building
New York City

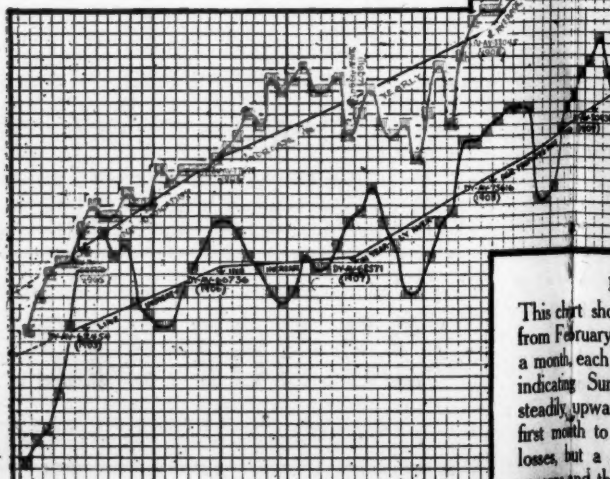
JOHN GLASS
People's Gas Building
Chicago

80,000

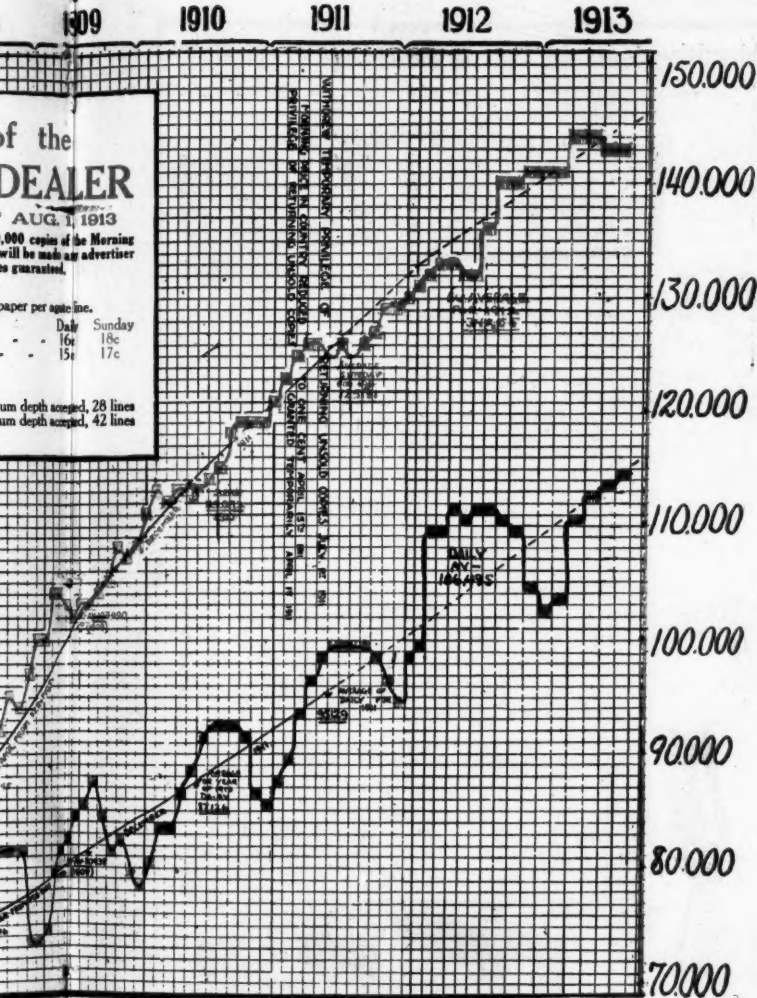
70,000

60,000

50,000



This chart shows circulation from February 1913 to August 1913, indicating a steady upward trend, with a slight dip in May 1913, and a sharp increase in August 1913, reaching a peak of approximately 80,000.



EXPLANATION OF CHART

This chart shows the Cleveland Plain Dealer's paid circulation by months from February, 1905, to June, 1913. Each line up and down represents a month, each line across a thousand copies sold. Note how the red line indicating Sunday sales, and the black line indicating daily sales, move steadily upward. Observe the steady, healthy, sturdy growth from the first month to the last—no sudden mushroom-like gains, no unexplained losses, but a consistently increasing total affected only by the changing seasons and the business health of the whole country.

Advertising Slides Are Used by the Leaders of the World

Tell your story to the 20,000,000 who attend the movies daily.
We will show you how for
the cost
of the
Slides
only.



Brown-Tye & Co
Boston Mass.



Cohn Bros
Gentle Furnishing



Up-to-Date Store
Chicago Ill.



Lord & Taylor.

WHOLESALE

"ONYX" HOSIERY
"Hand-Finished" and "Machine-Finished"
(Hand-Finished)
UNDERWEAR



MANHATTAN

NEW YORK

OFFICES
PHILADELPHIA, PA.
605 N. 4th Street
CHICAGO, ILL.
16 Broadway Street
BOSTON, MASS.
100 State Street

NEW YORK

May
Twenty-seventh,
Nineteen-thirties.

Manhattan Slide & Film Company,
412 West 14th Street,
C. I. & T.

Gentlemen:-

Replying to yours of the 26th inst.,
world state that for considerable time we have fur-
nished our customers' with your illustrated slides,
advertising the "ONYX" Hosiery, and "RESCUE" and
"HARVARD VILLES" (Hand-Finished) Underwear, with most
gratifying results.

As to the value of slide advertising,
there can exist no doubt, particularly in its ability
to bring together - the product - the local dis-
tributor, and the consumer.

The fact, that we still continue to
use your slides is sufficient evidence that your
goods and your service give thorough satisfaction.

Yours very truly,

LORD & TAYLOR.

Geo. A. Munson,
Sch. & Adm. Mgr.



The Big Store
Main St. New Haven, Conn.



Little & Small
Philadelphia Pa.



Stage Supplies Co
Broadway & 42nd St. N.Y.

Manhattan Slide & Film Company

Largest Slide Manufacturers in the World
German Savings Bank Building
14th Street and 4th Avenue, New York

local jobbers and retailers and gave us a full report as to competition, etc. It is true that all papers do not do as well as this, but as a class they are doing it.

You ask if the traveling salesmen for the advertiser would not be able to secure this same information. I believe these salesmen could obtain it, but we often do not have traveling salesmen who have covered the new territory for any length of time. Our method is to employ three kinds of investigators. We ask the advertiser to have his salesmen investigate. We ask the publisher of the newspaper to give us a report, and finally, we send some of our own men into the territory, and they make an investigation.

During the past two years this agency has run a number of semi-local newspaper campaigns. We ran one campaign embracing practically all the newspapers of Connecticut, Rhode Island and Massachusetts, excluding Boston. In this campaign we used, in addition to smaller space, three different page advertisements. These page advertisements carried the names of dealers selling the product in the community of the newspapers. In every case we found the newspapers more than willing to help us.

Last year we ran a campaign covering every evening newspaper in the state of New Jersey. This ran for 52 weeks. Included with the smaller space, we had six full-page and half-page ads. These advertisements carried the dealers' names. In all cases throughout the United States the newspapers helped us in many ways.

Says Publishers Rarely Give Good Help

By C. R. Atchison

Gen. Mgr., Massengale Adv. Agency, Atlanta, Ga.

IT is very rare indeed for publishers of daily papers to give any assistance whatever to foreign advertisers in the matter of local campaigns. As a matter of fact, in the vast majority of instances, any promised help degenerates into very unsatisfactory information

gathered by inexperienced men and is carelessly tabulated.

We are only speaking for the great majority. We find that some few newspapers do render intelligent assistance in the matter of securing reports from dealers, interviews with jobbers, and furnishing trade analyses. On the other hand, the majority of such reports are simply the expressions from a few retailers, gathered by an inexperienced solicitor, and reflecting no real value.

We believe that your publication could do no more valuable work for the various publishers themselves than by formulating and distributing to the newspapers a system of intelligent co-operation with advertisers, advising them as to the general nature of the information desired, the way to tabulate same, and the best method of securing it. While the information desired is somewhat varied, the general character of it is closely enough allied to make such a tabulation possible.

It is a matter of fact that the newspapers do not furnish the co-operation that they should; that such co-operation is half-hearted, incomplete and generally comparatively useless, and that they could render invaluable assistance at little cost and time to themselves, provided it was sufficiently impressed upon them that it is a part of their duty.

How One Paper Has Helped on Brands

By E. V. Alley

Adv. Mgr., Standard & Mercury, New Bedford, Mass.

WE are interested in your letter of July 2, and as the writer was the one who started the New England newspaper combination page that has been running in PRINTERS' INK for two years, you will see that we are interested in the subject of newspaper co-operation and believe that PRINTERS' INK is the best medium for newspapers to use in order to acquaint advertisers with the service they are prepared to render.

Answering your questions in order:

No. 1. For years we have believed that our work was something more than the selling of white space, both to the foreign and the local advertiser. Locally we maintain an ad-writing bureau, which prepares copy, suggests plans, and takes care of illustrations for our local advertiser. The services of this bureau are free to our local advertiser.

No. 2. We have advertised in **PRINTERS' INK**, and have sent out many pieces of literature to call attention to the local co-operative service that we can render foreign advertisers. You ask for definite data. We have made trade investigations for many prominent general advertisers.

Some time ago None-Such soups were advertised in New Bedford, and the company considered that they had a fair distribution, but the advertising did not pull. As a result of a canvass among the grocers, we found that there was practically no distribution, and were able to demonstrate to the sales manager just what the trouble was with the copy.

Last fall we started a campaign for White Puff pastry flour, for the A. W. Ellis agency, of Boston. This was a new article, and pastry flour had not been advertised anywhere, as far as we know, in our section. An appropriation was decided on. We set the ads written by the agency, furnished extra sets of proofs, and a representative of our paper accompanied the flour salesman in his calls on some of the principal grocers. We secured the co-operation of one of the leading jobbers, and after the advertising was started window displays were arranged for in many cases. At the end of the first month this flour was selling in over fifty stores.

We are now making a canvass of the Gillette razor sales in this territory. In numerous cases, such as Tiz and Gets-It, our own representatives have sold the initial orders so that a fair distribution would be assured before the advertising started.

We never attempt to load up the

local dealer, believing that a small order will accomplish just as satisfactory results if the advertiser intends to build up a permanent business. In this way we retain the confidence of the local merchant, and he is always willing to place in stock a small quantity of goods that we guarantee will be sufficiently advertised.

If advertising agents and advertisers would only write to us before a campaign was ordered, we could give them valuable data about local trade conditions. We can find out the dealer's attitude on the article to be advertised, tell what its principal competitor is, and what the chances are in a city like New Bedford of the article having a reasonable demand.

Several years ago we took Wilbur's cocoa, when it was worse than unknown. The leading jobbers were unfavorable to it, on account of some old trouble. The Wilbur company sent a salesman to New Bedford for two weeks, and gave us an advertising appropriation. We made up the list of dealers for the salesman to call on, and as fast as a sale was made, inserted the dealer's name in special copy written in this office. At the end of the campaign I believe over a hundred dealers were selling Wilbur's cocoa, and this sale was kept up for two or three years by a small advertising appropriation each year.

We recently did some work with the New England sales manager of the N. K. Fairbank Company, and helped make arrangements for local demonstrations. This is preliminary to a campaign on Cottolene which is expected here in the fall. Last spring we published a trial campaign for Diamond Crystal salt. I believe we were the only newspaper in New England used. A new table salt was to be placed on the market, and a special series of ads published in the *Standard* and *Mercury* announced a free distribution on one day. I have not the figures at hand, but remember that in over fifty stores the amount allotted for distribution was given away, and there were calls for more. The advertiser

considered this a much cheaper and more effective way than a house-to-house distribution, since in order to get a package of the salt a customer had to cut a coupon from the *Standard* and take it to his regular grocer. This brought customers to the grocer and the coupons were redeemed by the company at the regular price. This made good feeling all round, and for a comparatively small expenditure started a good local sale on a new brand of salt.

We have no fixed rules, as each case presents a different problem. We claim to know New Bedford and its merchants, and that our paper and our representatives have the confidence of the local dealers. By reason of this we can be of help to every salesman who comes to the city, and can furnish valuable data in advance of advertising campaigns. A great many salesmen, before they call on the trade, make it a point to come to our office and ask about local conditions.

We have printed lists of grocers and druggists, and we frequently make up lists for special use, to enable the salesman to cover the city in the least possible time.

All of this work is gladly rendered to the responsible advertiser who wants to build business substantially. We have no interest in the requests that are frequently received to sell a hundred dollars' worth of goods and obtain fifty dollars' worth of advertising. We will not take hold of an article in which there is any nature of fraud or misrepresentation. There are so many good and profitable lines of merchandise that can be advertised successfully in New Bedford that we have prospects enough ahead of us for the next twenty-five years.

What Impresses Him Most in Co-operation

By William Duff, II,
Of F. Duff & Sons, Pittsburgh.

FRANKLY I know very little about the newspapers. Several years' advertising campaign for Duff's molasses was conducted with the street cars as a medium,

and then next fall we take up a magazine campaign.

But recently at the weekly luncheon of the Pittsburgh Publicity Association I talked with Mr. Scott, of the *Gazette-Times* and *Chronicle-Telegraph*, and got from him the information which I think you desire.

None of the Pittsburgh papers have taken any definite steps for maintaining a permanent trade aid department, if we may call it such, but I learn that some efforts of that sort have been made in individual cases.

For instance, some of our papers, one in particular, with good acquaintances among druggists, would take patent medicine advertising with the condition that it place a certain amount of the product. With the passing of many patent medicines, of course, that plan is also going out.

One or two of the papers have circularized the retail grocers for food manufacturers. Proofs of advertisements in large sheets were mailed to Pittsburgh retailers, the food manufacturer paying the postage. This was done for Fairbank and for H-O that I know of. This brief report indicates that very little has been done in this important work that newspapers should somehow carry on for advertising.

As far as my limited acquaintance with newspapers will let me say, I believe that this is their serious shortcoming to-day. It is gratifying to observe that our Pittsburgh papers are beginning to clean up. Two of them a long while ago went on record for cleaner advertising. Later, two more took up that work, and just recently one of the dilatory publications has at least made a beginning.

Agent Suggests a Code of Co-operation

By H. Sumner Sternberg
Of the H. Sumner Sternberg Co., New York.

FROM our experience, and we believe from the experience of nearly every other agency having to do with service, it seems that

if local newspapers would get closer to the actual hopes of the national advertiser and would adapt themselves to the circumstances, there would be fewer wrecks, more progress, and better advertising conditions locally as well as generally.

In our opinion, the safest and most expedient method for the up-to-date newspaper publisher to adopt would be to:

1. Classify systematically local lists of retailers in each line.

2. Record on each card the class of merchandise each dealer sells most of.

3. Determine through a mail or personal canvass the attitude of each merchant towards trade-marked goods.

4. Compile a printed list from these cards of the merchants in each line, and have this information or these separate lists ready to submit to agents or advertisers seeking information, analysis, and merchandising data.

With the above information as a foundation, and a competent "merchandising solicitor" or "newspaper-space sales manager" on the job, the paper is equipped to grapple with any situation that might confront it; i. e., so far as local distribution of any one line is concerned. Then the publisher should place before the agent or the advertiser its reason for its being the best newspaper to handle the business, and should also enumerate the many facilities it has at hand for helping the distribution and enhancing the sale of goods to be advertised.

The merchandise man of the newspaper should place himself in a position to work hand in hand with the distributor of the goods to be advertised or with the selling force of the manufacturer, or the jobber who may control the district.

More hearty co-operation from the newspaper publishers, a keener appreciation of the needs of an intimate service between the agent or the advertiser and the publisher, and a fuller knowledge of the merchandising conditions that obtain in the particular city wherein the campaign is contem-

plated will do much to help local publishers acquire more business from national advertisers, who, more from ignorance of these conditions than anything else, must out of necessity throw most of the appropriations into the magazines.

Analyzing the "Buying Radius" of a Big City

By Russell Gray

Adv. Counsel, Philadelphia Record.

ANY advertising agent and any advertiser who have tackled Philadelphia will tell you that the City of Brotherly Love is about as hard to open as a crown-capped bottle—until you know how to go about it.

So *The Record* established an advertisers' service department, in order to supply the man behind the campaign with such news from the front as would enable him to plan his campaign well.

After a year of solid work, we are at last able to offer to advertisers and their agents tabloid data on the conditions that will affect the sale of the article or line that is to be advertised.

Let us suppose that a Western agency has a new food product to advertise. He wants the Philadelphia business, but if he is familiar with local conditions he knows that the chains of grocery stores put him at a great disadvantage. Yet there are over a thousand independent retail grocers considered responsible who can and will handle his product if it looks good to them.

These grocers we know. We know from their locations what class of trade they handle, and in many cases we know how many of our readers deal with them. And, since they know *The Record* and its standing, we can get from them an opinion of the probable success of the article in question. In other words, we can chart the rocks and shoals so that the advertiser can sail around them.

Naturally, we are always ready to help an advertiser with his dis-

(Continued on page 97)

THE Southern Ruralist, Dixieland's Foremost Farm Paper, Guarantees Two Hundred Thousand Circulation on and after September first. The present rate of Seventy-Five cents a line will remain unchanged and twelve months' contracts closed before January first will protect advertisers against advance in rate when the "quarter of a million" mark is reached. Send for State Circulation Statements, Rate Card and Sample Copy.

July 1st Issue 187,680 net Paid

July 15th Issue 194,550 net Paid

SOUTHERN RURALIST CO.

Southern Ruralist Bldg.

ATLANTA, GA.

Chicago Office
J. C. Billingslea
119 W. Madison St.

New York Office
A. H. Billingslea
1 Madison Ave.

St. Louis Office
A. D. McKinney
3rd Nat. Bank Bldg.

Important to Business Men

Circulation Statements Made to the U. S. Government Showing Relative Standing of New York Evening Newspapers

In accordance with a Congressional Act of August 24, 1912, every newspaper is compelled by law to print, twice a year, its net paid daily average circulation. In order that every business man may know the true newspaper situation in New York, we reprint below the circulation statements made by each of the evening newspapers to the Government. This is the first time, in some cases, that advertisers have been able to find out what they are really getting for their money, and the statements published below should prove interesting reading to all business men.

NEW YORK EVENING JOURNAL 715,860
Net Paid Daily Average Circulation

The Largest Daily
Average Circulation
of Any Newspaper
in America

The Evening World
Net Paid Daily Average Circulation

385,073

The Evening Journal's
Circulation EXCEEDS the Evening World's by
330,787

One advertisement in the Evening Journal is worth 2 in the World

The Evening Telegram
Net Paid Daily Average Circulation

153,856

The Evening Journal's
Circulation EXCEEDS the Evening Telegram's by
562,004

One advertisement in the Evening Journal is worth 5 in the Telegram

The Globe

130,524

The Evening Journal's
Circulation EXCEEDS the Globe's by

The Evening Telegram
 Net Paid Daily Average Circulation
 One advertisement in the Evening Journal is worth 5 in the Telegram

153,856

The Evening Journal's
 Circulation EXCEEDS the Evening Telegram's, by
882,004

The Globe
 Net Paid Daily Average Circulation
 One advertisement in the Evening Journal is worth more than 5 in the Globe

130,524

The Evening Journal's
 Circulation EXCEEDS the Globe's, by
585,336

The Evening Mail
 Net Paid Daily Average Circulation
 One advertisement in the Evening Journal is worth 6 in the Mail

120,904

The Evening Journal's
 Circulation EXCEEDS the Evening Mail's, by
594,956

The Evening Sun
 Net Paid Daily Average Circulation
 One advertisement in the Evening Journal is worth more than 6 in the Evening Sun

104,396

The Evening Journal's
 Circulation EXCEEDS the Evening Sun's, by
611,464

The Evening Post
 Net Paid Daily Average Circulation
 One advertisement in the Evening Journal is worth 24 in the Post

29,400

The Evening Journal's
 Circulation EXCEEDS the Evening Post's, by
686,460

The New York Evening Journal

Has the Largest Circulation and the Lowest
 Advertising Rate, per Thousand Circulation

"Nothing Succeeds Like Circulation"

In Schenectady

Here are four reasons out of many why The Gazette is the best proposition in Schenectady, New York

1—The Gazette is the only Schenectady newspaper that is a member of the Associated Press.

2—The Gazette prints but *one edition*.
21,812 *net paid for June 1913*.

3—The Gazette's *proved* (A. A. A.) circulation is larger than the *claimed* circulation of any other Schenectady newspaper.

4—The Gazette is the only Schenectady newspaper that has ever allowed an A. A. A. or any other circulation audit.

The Gazette

tribution. We do not lay claim to any exceptional ability in this respect, but we know the trade and its peculiarities, and having, as we said before, a not inconsiderable strength in Philadelphia, we are able to give the advertiser a very generous boost into favor.

It would be well to remember that while Philadelphia is a home city, a city in which the majority of families either own their own homes or are buying them, this condition does not end with the city limits, but rather with what we are pleased to term the Philadelphia "buying radius"—a commuting distance of twenty-five miles which each morning empties half a million or more people into the city; a radius that the advent of the motor truck has opened up for prompt, and in most cases daily, delivery by the retail stores.

This is the territory that our service department knows "like a book." We know the population; to a great extent the character of the individual families; the number and kind of retailers; the owners of automobiles; the number of golf players; the number of school children; the number of homes owned; etc., etc., etc. And all this information is tabulated so that we can draw from it such matter as may cover the case in point.

An advertiser wrote, "Send us whatever data you have about Philadelphia merchandising conditions for our files." That order was too large for us to handle at one bite, but we can give specific information covering any particular line in which an advertiser may be interested.

In recapitulation: We are ready to furnish accurate information on the trade or selling conditions that affect the selling by advertising of any article in the Philadelphia buying radius; to help to secure wholesale and retail distribution; to ginger up the trade when necessary; to use our influence in securing the co-operation of the retailer in the matter of window and store displays; to write or edit the copy that is intended for use in Philadelphia; and to work

with and for advertisers, using every effort to properly introduce them to *The Record's* family.

Advertisers Need Only To Express Wishes

By Lafe Young, Jr.

Of the Des Moines, Ia., *Capital*

THE Des Moines *Capital* assumes the position that it should render its advertisers every possible assistance to make the advertising successful. We offer the fullest co-operation to general advertisers. In a year's time we sell mops, safety razors, patent medicines, secure agencies for automobile companies; furnish innumerable lists of jobbers, retailers, manufacturers, etc., and look up trade conditions. We know of no request that we have ever received from a general advertiser that we have refused to do our best with.

Agents Gave Co-operation Severe Jolt

By Ed. Flicker

Bus. Mgr., Cincinnati *Enquirer*

WE have for several years in a modest way assisted general advertisers by securing information for their particular proposition as it applied to the Cincinnati field.

We have induced dealers to make displays and to mention advertised goods in their local advertising. We interviewed local dealers for suggestions that would benefit the general advertiser and in many other ways co-operated to promote business for the general advertiser in our territory.

Recently our ambitions to help the general advertiser received a serious jolt when the George Batten Agency withdrew the advertising for Porosknit, and Sherman & Bryan for B. V. D. underwear, because our local solicitors induced a number of local dealers to carry announcements to the effect that they handled these lines of underwear.

The announcements did not intimate that these dealers were the *exclusive* distributors, and could by no manner of means be considered other than co-operative advertising on the part of the dealer. We believe that the advertiser or his agent was induced to take this attitude simply because non-progressive dealers bluffed them into it.

The action on the part of these two underwear advertisers is quite in contrast with the attitude of the Victor Talking Machine manufacturers, who place the business with the publisher on condition that he secure the co-operative advertising of the local dealer.

Small Newspapers Have Much to Learn

By E. Byrne

Of the Schurman Adv. Service, Grand Rapids, Mich.

IT has been the experience of this office to receive the utmost courtesy and fair dealing, as well as some very valuable statistics to work on, from the larger papers, such as the *Chicago Tribune*, the *Chicago News*, several New York papers, and, in fact, all of the larger papers of the United States.

The small-town papers, of course, cannot afford this same expensive solicitation, but we find that a great number of them are not altogether courteous, and it is rather hard at times to get an answer from them relative to some mistake they have made, such as running a cut upside down or its not being run at all, running off the schedule, etc. But as a whole we are very well pleased with the help and co-operation given us by the newspapers at large.

Buy Signs Together

According to H. S. Quine, manager of the advertising department of the Goodyear Tire & Rubber Company, dealers are saving 82 per cent of the cost of signs for their use by co-operative buying. Orders are bunched and the buying done at one place.

William H. MacDonald, cashier of the *Philadelphia Record*, who was connected for nineteen years with that newspaper, died suddenly last week.

Is the Copy Impolite?

PLYMOUTH CORDAGE CO.
NORTH PLYMOUTH, MASS.,
July 17, 1913.

Editor of PRINTERS' INK:

I submit the enclosed ad of Chase & Sanborn as an illustration of the horrible example. A well-executed drawing, excellent typography, everything carefully worked out—but the copy!



"I'm going home. Awfully kind of you, but I simply can't stay."

"Why? Do you think I would miss my cup of SEAL BRAND for breakfast?"

"Not much!"

"I'm Going Home."

CHASE & SANBORN'S SEAL BRAND COFFEE

In 1 and 2 pound cans
Never in bulk

Who would want his goods advertised by so rude a person as the one quoted? We doubt, indeed, if one so rude could be found in real life. Anyway, why couldn't the lady as well have been made to say:

"It was just lovely of you, my dear, to send out for that coffee."

"Do you know, I should hardly be able to breakfast without my Seal Brand."

"But I'm sure, really, I've done you a favor, for now you'll always want this kind yourself."

C. W. LEACH.

Advertising Man Becomes Editor

Nelson C. Hyde, advertising manager of the E. B. Van Wagner Mfg. Company and the Enterprise Metal Company, Syracuse, N. Y., has resigned to become associate editor of the *Syracuse Herald*. No successor will be appointed.

Frederick P. Lovett, for many years manager and cashier of the Central News Company, Philadelphia, distributing agents for newspapers and magazines, died last week, after an illness of more than a year. He was 69 years old.

"Dictated But Not Re-read"

Just What Blunders More Time at the Club and Less at the Desk May Be Responsible For—Some Actual Experiences Which May Cause Some "Executives" to Reflect Profitably

By C. Ridderhof

A CAPITALIST had just realized a few thousand dollars from the sale of a plant he was interested in to the "trust," and, being desirous of more to occupy his time, purchased a small machinery manufacturing business, and undertook its management.

As capitalist he had had plenty of experience with people who came to him, and he knew very well how to handle that class of "customers," but he was sadly deficient in the experience of having something to sell, and going to the customer—if not in person, at least with advertisements and letters.

Nor did he appreciate what was involved in marketing a machine in the face of strong competition. If he had, he might have prepared himself for it, or spent more time on it—or not made the venture at all.

The results were, in some instances, as amusing as they were unprofitable.

Now and then, when he "had time," he would go to the office and go over the mail, dictate a number of letters, and leave for his club, abandoning the letters to the fate of the stenographer, who had come to the business when he did, fresh from school. The letters were rubber-stamped thus: "Dictated but not re-read."

He was honest, and in his letters frankly admitted (or intended to) that he was late in answering, but his mind ran in a very narrow groove—about as wide as a dollar would make—and his letters were all very much alike.

He started them all with "Replying rather tardily to your favor

of," etc., etc.; but that isn't the way they were written.

For after he had been there a month or so I discovered that they all commenced: "Replying rather tardily to your favor," etc.

From the stenographer I learned that she thought that a strange way to start a letter, but it was her first position, she was bashful, didn't dare to ask her employer concerning it, and wound up by saying that the letters were actually so "tart" that the word was not at all out of place.

In the last she surely was right, for Mr. Manager apparently tried to show in his letters that people ought to be tickled to death, figuratively speaking, to be permitted to buy these machines—but the order book didn't bear him out in that notion.

As might be expected, other errors crept into the correspondence, for the stenographer had, if possible, still less knowledge of machinery than her employer, and faithfully typed all the letters as they sounded to her.

The result was that "wire" was written "while," a "pump valve when at rest" was "a pump valve when addressed," and that the machines were "both fool and accident proof" could hardly be guessed by the inquirer when he read that they were "both full and accurate proof."

Had he re-read his letters it would have helped some.

Some of the replies that came in showed that he hit the mark, but the mark was the customer's crazy-bone.

St. Louis Sales Organizations Merge

The St. Louis Sales Managers' Association, with 240 members, has merged with the St. Louis Business Men's League. As a branch of the Business Men's League, the sales managers will be better able to co-operate with the other organized commercial interests, in their own behalf and that of the league and the city.

The sales managers, at their annual meeting, June 25, elected the following directors for their bureau: J. A. Meisel, F. A. Becker, H. P. Fritsch, A. H. Bowman, A. C. Meyer, J. H. Robinson, C. W. Staudinger, C. H. Schlapp, G. E. Thomas, B. A. Shelby and V. L. Price.

How International Harvester Plans a Campaign

By M. R. D. Owings

Adv. Mgr., International Harvester Company of America

OUR advertising to farmers, carried on steadily now for ten years, has taught us some things, but still leaves many important phases in doubt.

It is a trite thing to say that our business is peculiar, but it is a fact that we had no precedents to guide us when our first plan was laid, nor have we yet learned of any business which has quite the same conditions as ours.

When the company was organized, the products we had to sell were the harvesting and haying machines which had been sold under the trade names of Champion, Deering, McCormick, Milwaukee, Osborne and Plano. Previous advertising and selling campaigns had made these names and the products they stood for household words among the farmers. Our work with these was comparatively simple, as we had only to maintain the standing already established. It was when the company, in an effort to maintain year-round working conditions at the plants and to provide machines that could be sold at other than the pre-harvest seasons, began adding what we call the new lines, manure spreaders, cream separators, wagons, feed grinders, engines, tractors, and other such labor and time saving farm machines, that our real problems appeared and our difficult work began.

To most farmers of that time, these machines were new, and, the farmer being your true conservative, were looked upon with more or less suspicion. We found ourselves in the position of all pioneers, with a product that was needed but not wanted, and for which a market had to be created. To add to our complications, we were compelled from the first to have more than one manure spreader, cream separator, et al.,

because we had in many towns dealers who were in active competition, and who therefore could not or would not stock machines sold by their competitors. At the same time, they insisted on having an equal advantage with those competitors. So we began business with Dairymaid and Bluebell cream separators; Corn King, Cloverleaf and 20th Century spreaders; Weber and Columbus wagons, and so on ad lib.

It was inevitable from the beginning that we could not make use of the ordinary form of specific advertising in making a market for these products. The company, seeking the advice of men who were thoroughly trained in advertising, secured the co-operation of Major Critchfield, of the Taylor-Critchfield Company, and laid out a broad policy of educational advertising covering the new lines. We could not be specific. We could not advertise Corn King spreaders or Bluebell separators to the exclusion of sister machines, so we made each piece of copy cover all our manure spreaders, cream separators, etc., building up a desire for such machines in the minds of the farmers and trusting to the efficiency of our sales forces and dealers to sell the individual machines.

We realized at the time that our competitors would profit largely by such a course on our part and some of them have been gracious enough to acknowledge that they were and still are profiting by it. That phase of the question mattered little to us because, in the first place, our sales organization lived up to their part of the programme and sold the output of our factories, and, in the second place, we realized that any effort we might make to put the business of farming on a more stable and profitable basis would redound to

our advantage at least as much and probably more than to that of our competitors.

It is a remarkable fact, and one which often excites comment among members of our organization, that out of our apparent weakness in the introduction of our new lines, has come the company's greatest strength with the farmer. In spite of the fact that all our advertising has been of a very general nature so far as our machines are concerned, we have done so much educational work, and, apparently, have done it so well, that we have made our machines the standard of comparison with all other similar lines. We have good reason to believe that, as the result of our efforts, a large proportion of the farmers of this country and Canada, to say nothing of foreign countries, think first of "I. H. C." spreaders, cream separators, and other machines and make some sort of a comparison with them before they buy.

One important policy of the company has had a large share in the bringing about of this result. No machines are put on the market until we feel that they will do the work they are sold to do. Our only serious difficulties (and they have been very few) have been caused by pressure from the farmers themselves, who, on occasions, have demanded that we give them machines before our experimental department had concluded their thorough tests. Probably no other company in the world exercises such careful supervision over the working qualities of its product, or invests so much money in experimental work.

From what has been said one will gather that the different departments of this business work very closely together, supporting each other at every turn. This is particularly true of the advertising and sales departments. The work is planned in conferences of the heads of departments and each plan, as it is put into execution, has the hearty support of the whole organization, from the general manager right through to the

Not a Political Pull

Following letter unsolicited, speaks volumes. Ask for full information about the Janesville, (Wis.) Daily Gazette and its field.

"July 1st, 1913.

"Gazette Printing Co.,

"Janesville, Wis.

"Gentlemen:

"You may perhaps be interested in learning the results obtained from the full page advertisement we ran in the Gazette, issue of June 21st ultimo.

"Hiawatha had not been advertised locally for several years; never before had we manufactured a Ginger Ale for local consumption. Our advertisement advised your readers that we were able to make prompt deliveries and furnish Hiawatha and its products in various sizes.

"Within three days we received orders, by letter, personal call and telephone from fifty-four customers. Consider the fact that two competitive concerns make a full line of drinks, including Ginger Ale (very satisfactory drinks, too) and that one of them has an established business of many years' duration, and we believe you will agree that the Gazette is read by the 'BUYING' public.

"Very truly yours,

"HIAWATHA WATER CO.

"Per J. L. Culver, Mgr."

Note—Since this letter was written the demand has far exceeded the supply of Hiawatha products, the equivalent to one carload of bottled Hiawatha Water and Ginger Ale having been delivered in Janesville.

THE Janesville Daily Gazette

Janesville, Wis.

Eastern Rep., M. C. Watson,
286 Fifth Ave., New York City, N. Y.

Western Rep., A. W. Allen,
919 Advertising Bldg., Chicago, Ill.

man in the field. In our sales organization are more than a hundred general agents, or branch house managers, each in complete charge of an efficient field force. Their staunch support and effective following up of our advertising is no small factor in making our work efficient and profitable.

DO NOT KEY ADVERTISING

In nothing but the broadest sense have we ever made any special appeals to farmers. We do not key our general advertising and have no way of checking up the pulling power of any particular piece of copy. Inquiries or interest resulting from our work may come to us in any one of three ways—by letter to the general office, by letter or 'phone to the branch house manager, or by a visit to the local dealer. Two of these we could not check up if we would. We do know that our general office mail contains every day a generous number of interested inquiries and—what is more important—we know that our sales of advertised lines are steadily growing, in fact keeping up constantly and sometimes exceeding the capacity of our works.

If the reader has noticed our farm paper advertising he has seen that we are still pursuing the policy adopted in the beginning by the men who laid the foundation of our work. We use comparatively small space but aim to use every line of it efficiently. Our copy is illustrated usually with a field scene of the advertised machine, suggesting some profitable use of that machine. Our headlines are short, prominently displayed, and every one tells a story or makes a suggestion. A display line in the center gives the trade names of our machines, and the advertisement ends in a plain signature. Each piece of copy carries a thought which we try to make helpful. The language is plain, the thought expressed as clearly and concisely as we know how to put it. In the body of the copy are vital facts about our machines—facts which indicate plainly the quality of our products.

Our standard form of copy was decided upon after much study into the characteristics of the people we desire to interest. To those who only glance at our copy, the headline and the center display convey their impression. We find that the cumulative effect of those impressions is generally to secure a reading of our advertisements. Then our solid body type has a chance to impart its information and the further result is a request for catalogues or a visit to the dealer. Our dealers seem to appreciate the saving of their time and effort brought about by our advertising.

Perhaps our most serious present problem is the intelligent and efficient co-ordination of our own and our dealers' efforts to sell machines. We have been experimenting for a year or so with general advertisements placed in weekly papers covering a territory about equal to a county. While it is yet too early for us to judge correctly of the value of this step, the indications are that it is a move in the right direction. We have at least gained the advantage of having our advertisements appear in the same paper, and often side by side with those of our dealers. This would seem to be to our mutual benefit because now, when our advertising arouses interest, the prospect knows at once where he may see the machine and there is a stronger impulse to immediate action.

We have never had to learn that "advertising pays," but we have had and still have many things to learn about the kind of advertising that pays best. In the solution of this many-sided problem we are fortunate in having the active interest and unwavering support of every part of our organization.

Resign As Directors

R. S. Scarborough, advertising manager of the New York Telephone Company, and H. K. McCann, the advertising agent, have resigned from the directorate of the Advertising Building Corporation, of New York. Both men felt that they could not spare the time from their regular work for added responsibilities.



Both Women And Adver- tisers Like This Magazine

WOMEN liked it first. That was back in 1887. Those first women told their friends, and the word has been passed along from friend to friend ever since. Today more than 350,000 copies of *The Modern Priscilla* are needed every month to supply regular readers.

ADVERTISERS follow the women. They did 26 years ago and they do today. It's a good deal like fishing. Sportsmen haunt the brooks and pools where fish are known to be plentiful and big catches are reported. Advertisers are fishermen, and *THE MODERN PRISCILLA* is generally reported to be a well stocked stream where *fishing is good*.

2/5 OF A CENT per line per thousand for bona fide *paid* circulation was the average cost of advertising space in *THE MODERN PRISCILLA* for the year covered by a recent audit made in preparation for our "Advertising Digest." Where else can you buy space in as good an advertising medium at so low a figure? Forms for **OCTOBER** close *August fifth*. 350,000 *paid* circulation is guaranteed, under penalty of pro rata rebate. Rate, \$1.75 per agate line.

The Modern Priscilla

37-39 E. 28th St.
New York

85 Broad Street
BOSTON

Boyce Building
Chicago

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.
VOL. XXV

No. 11.

SEPTEMBER
1913



*See Story
"Picture in the Watch Case"*

Published at
AUGUSTA, MAINE.

SEPTEMBER COMFORT

will find our farmer readers in merry mood because of continued prosperity showered upon them by bounteous Nature

*Special Low
September Rate
\$4.00 a Line*

Strikes and lockouts in the cities don't bother COMFORT'S agriculturist subscribers, but rather benefit them by augmenting the supply of hired laborers requisite to harvest this season's enormous crops. While Europe is fighting and Wall Street is fretting and manufacturers are guessing about the effect of tariff changes, the farmers rejoice in the certainty of high prices and a world-wide market for all their products.

*\$5.00 a Line is in
effect for October*

Advertisers find that it pays to use large space in September COMFORT to give their fall trade an early start.

September forms close August 15.

Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE.

Chicago Office: 1035 Marquette Bldg.
FRANK H. THOMAS, Representative

25 x 38—50

or

25 x 38—30

If you can use 40% less weight and still retain all the opacity and printing qualities of the heavier paper are you interested? Our opacity papers are the wonder of American Paper Making—specimens will prove it. Write our Service Department for printed samples of any kind of work on these papers and they will send them. We want your specifications and want to help you with free dummies on any kind of printing paper.

Birmingham & Seaman Co.
Tribune Building - 14th Floor - Chicago

How the Bon Ami Chick Came to Be

Its Predecessors Were a Curious Array of Feathered Animals Used to Illustrate "Hasn't Scratched Yet"—What Happened to the Legs of the Chick—Name Offsets Substitution

By R. S. Childs

Manager of the Bon Ami Company, New York

BON AMI is a mineral soap which has the distinguishing quality of using a soft, crumbly stone, which, when pulverized, can be used safely in cleaning plate glass, enamel, nickel, etc. Accordingly the central argument in the Bon Ami advertising campaign is that "Bon Ami will not scratch," the other cleaning bricks all being made of hard crystalline products which are damaging to surfaces.

Many changes have been rung on the "Doesn't scratch" idea. Early advertisements showed cats on a back fence fighting with each other, with the legend "Cats scratch but Bon Ami doesn't." For a time this was very familiar and was used in clockwork devices for store and exposition displays with the cats going at each other in lively fashion.

The cats were so interesting that they diverted attention from the soap, and the management, fifteen years ago, undertook to weaken the ascendancy of the cats by using a variety of animals, thus enabling Bon Ami to hold the center of the stage.

Chickens just hatched from the shell in a series of barnyard scenes were used. Then there were kittens supposed to be newly born. The phrase "Hasn't scratched yet" applied to both chicks and kittens.

One transient piece of copy showed Puss-in-Boots, which, like Bon Ami, "Can't scratch." Pussy was thoughtfully equipped with gauntlets so that all four paws were covered.

When the A. W. Erickson advertising agency took charge of the copy, five years ago, it shooed

away an impending flock of newly hatched ducklings, which "never will scratch," in favor of a solitary chick which had then been in use for several seasons and had caught the public eye. The agency also established the chick in the same position and attitude in every advertisement and it became substantially the trade-mark of Bon Ami. The original trade-mark, which still appears on the cake, shows a woman cleaning a window, but the chick now appears on the cake also.

The chick was drawn by an urban artist who worked primarily

Bon Ami

In the Bath Room

NO cleaning or polishing preparation compares with Bon Ami for use in the bath room.

It is the one thing you can depend upon not to scratch or wear away the surface upon which it is used. It always leaves a brilliant, clean finish.

On *Perfumes*, use Bon Ami and you have much whiter and clearer skin than made to look.

Use Bon Ami on the *facial* and *lips* and notice how fast and easy the work is and how very satisfactory.

Use it on the *facial* and *lips* *facial*. It leaves a bright radiance and softens the skin.

For *White Washings* it is usually used. It takes off the dirt, not the paint.

For use on the *facial* it is used. Nothing else gives such a glowing skin as glass.

Bon Ami never scratches the surface or roughens the lips.

Twenty-one years on the market—Bon Ami's reputation is well known.

THE NEW 100 GR. 100% SOAP

THE POOR LITTLE DEVIL CAN'T WALK

from imagination and the legs which he gave to the chick have been a source of much comical agitation, since it is easily demonstrated that the poor little devil can't possibly walk. By rights the legs should run upward and backward at an angle of at least 45 degrees. When the anatomical error was discovered there was nobody who had the nerve to advocate so radical a change in the trade-mark and the chick is doomed to hobble down the ages as best he can.

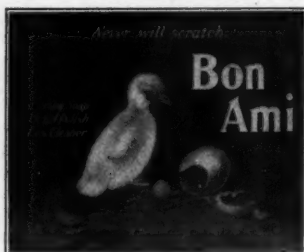
In the current style of copy the chick is simply tucked away in

one corner and the main illustration is devoted to the showing of Bon Ami in use.

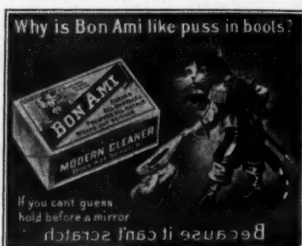
CHICK OMITTED IN FOREIGN ADVERTISING

The company does not particu-

In an endeavor to link the chick closer to the soap, the Erickson agency expanded the old catchphrase "Hasn't scratched yet?" to "Twenty-two years on the market but like the new-hatched chick, Bon Ami 'hasn't scratched yet.'"



THIS ONE WAS SHOOED AWAY



PUSS WELL PROTECTED

larly admire its own trade-mark, which like Topsy "just grewed," and in foreign advertising, where the company is beginning afresh, the chick is omitted. Its relation to Bon Ami is too far-fetched. The Bon Ami sampling crews sometimes see householders trying to feed the samples to their chickens. Few persons really grasp the relation between the

This year some friend sent in an anonymous note suggesting the following rhymed improvement (which was forthwith adopted):

Like the chick that's newly hatched
Bon Ami has never scratched.

The superior attractiveness of the chick is rather embarrassing. People are liable to find it so interesting that it diverts them from getting the message about the soap.

The officers of the company in speaking of the business to strangers, pronounce "Bon Ami" in all the seven ways which usage permits [Bon Ame-eye—Bon Ah-mé (correct)—Bon Am'my — Bon'na-my — Bon Am'-eye — Bon Ahm-eye — Bon Ahmy], and, if they still fail to convey the idea, they refer to the chick, whereupon light dawns on the face of the listener and immediately he recognizes Bon Ami as something



SOMETIMES THEY FED SAMPLES TO THE CHICKENS

chick and the soap, and so far as carrying its moral is concerned it amounts to little. A cute picture of any animal would do about as well.

he has frequently seen advertised. When the company is complimented on the cuteness of the chick, as it frequently is, the stock answer of the com-

A Letter to the Evening Mail

From William C. Freeman, formerly its Advertising Manager, now the Advertising Manager of the New York Tribune.

New York, July 10, 1913.

To The Evening Mail:—

You know how proud I was of The Evening Mail's achievements while I was in your employ. I am just as proud of them now, away from you.

I want to express to you my great satisfaction, first, at the splendid circulation statement you printed on July 2d, and, second, at the splendid showing of advertising you made for the six months ending June 30th last.

Your statement of circulation confirms all that any of us ever claimed it to be, and it forever sets at rest the envious rumors that were so unwisely and unfairly circulated.

You have not hidden a single thing in your statement to the government, as I knew you would not do. I am immensely pleased, so are the advertisers and agents and everybody else who take a keen interest in a newspaper that puts all the cards on the table, face up, and plays square with its advertisers and readers.

It is one of the bright eras in my life that I was permitted to be a part of the organization which has built up The Evening Mail on sound and honest business lines. Its splendid success is well deserved. It will continue to grow because it has the punch, and the courage, and the principles to make a newspaper go.

While I was with you, it was my privilege on many occasions to make some business announcements that showed the leading position of The Evening Mail in its field. These announcements were sometimes scoffed at by people who were unwilling to accept the real facts.

If there are any doubters left anywhere, it seems to me that your showing of business for the six months of this year, ending June 30th, should make them see the light so plainly that hereafter they will frankly concede your supremacy.

Personally, I have the friendliest feelings for all good newspapers, as you and others well know, so there is no ill will on my part in comparing your position with that of your competitors.

But I wonder if advertisers fully realize how great is your leadership?

The six months' figures show that you exceeded the total advertising printed by your nearest competitor—The Globe—by 326,243 lines, or 1,105 columns, which is an average of over 7 columns per day for 154 publication days.

They show that your excess of business over your next competitor, The Evening Sun, was 743,720 lines, or 2,521 columns, which is an average of 16 columns per day for 154 publication days.

They show that your excess of business over your next competitor, The Evening Post, was 891,554 lines, or 3,022 columns, which is an average of 19 columns per day for 154 publication days.

An analysis of the character of the advertising you print puts you among the leading newspapers of the country that have a care as to the kind of advertising they accept. This must be as satisfactory to your readers and advertisers as it is to yourselves.

You are rich in the number and variety of your advertisements—the real strength back of a newspaper's business and a real test of its value as an advertising medium.

I asked Mr. Ogden Mills Reid, Editor, and Mr. Conde Hamlin, Business Manager, of the New York Tribune, if they had any objection to my sending you this letter, and their answers were: "Not in the least. The Evening Mail deserves all the good things you say about it. As a matter of fact we endorse what you say. We are glad of its success."

So there you are, friends! May all good luck and success attend you.

Sincerely yours,

WILLIAM C. FREEMAN.

pany's officer is to inquire what it has to do with the soap. Frequently the speaker is unable to explain!

Doubtless this weakness of the name partially explains the unfortunate superior relative effectiveness of the chick. The dear old Congregational minister who

Fewer Failures So Far This Year

Commercial failures in the first half of 1913 showed a substantial decrease in number over the same period of 1912, but the aggregate liabilities, according to R. G. Dun & Co., rose to the largest figure for the corresponding stretch of time since 1893. This was due to several insolvencies of exceptional size.

The number of failures was 8,163, against 8,317 from January to July last year. Defaulted indebtedness amounted to \$132,909,061, as compared with \$108,012,223 in the six months of 1912. In 1913 total liabilities were \$168,879,530, caused by the collapse of 6,401 firms.

Separation of the statistics according to the usual general classification shows that there were 2,049 suspensions in manufacturing lines for \$55,493,269; trading losses numbered 5,783, and involved \$60,582,724, while reverses among agents, and concerns of a similar nature were 331, with debts of \$16,833,068. These figures compare with 1,928 manufacturing defaults for \$45,114,121 last year, 6,070 defaults

in trading occupations for \$49,535,601, and 319 in other commercial branches, involving \$13,362,501. Thus it appears that the falling off in the number of insolvencies was confined wholly to the trading division, whereas the indebtedness was larger in all classes.

On the other hand, the entire increase in the manufacturing liabilities is accounted for by two suspensions of abnormal size, while the trading comparison loses much of its significance when it is considered that one failure alone involved about \$4,000,000.

Banking failures during the first six months of 1913 were fifty-five in number—the same as last year—but the liabilities were much smaller—only \$6,417,372, against \$17,883,235.

In June business reverses were less numerous than in any other month this year, while the indebtedness was the lightest thus far reported, with the exceptions of April and May. Liabilities of defaulting concerns were exceptionally heavy this year, and the \$20,767,625 involved during June represents a large increase as compared with 1912. On the other hand, it should be pointed out that nearly \$11,000,000 of the total was supplied by twenty-eight failures of unusual size.

At a recent meeting of the Advertising Club of Baltimore, Edward J. Shay was re-elected president.

P. H. Nealey has joined the advertising staff of *Suburban Life*, and will cover New England.



MORE ATTRACTIVE THAN THE SOAP

cooked up the name twenty-odd years ago, when he constituted the literary element among the stockholders of a little country soap company, knew little about advertising, and the company has doubtless been to some extent the victim of his ignorance ever since. How many times a grocer who sells it as "Bon Ah-mé" has informed the customer that he does not sell the "Bon Am'my" which is inquired for can never be told.

There seems to be, however, no hesitation on the part of people to tackle the name, for no matter which way a woman pronounces the name she is usually thoroughly satisfied with her method and will not hesitate to explain to all comers that her pronunciation is right and theirs is wrong. After having once been put over, the awkward name is probably all the more firmly entrenched in the public consciousness and the occasional pirates of commerce who attempt to bunco grocers with a close imitation of the name are up against the difficulty that it is hard to know which pronunciation to parody!

Ads Help Break St. Louis Strike

For almost one week the Bell Telephone Company, of St. Louis and suburbs, known as the Southwestern Telegraph and Telephone Company, had a strike among its telephone operators that threatened to tie up the telephones of the city. Of the 900 operators in serv-

Congenial Employment for Intelligent Girls

In establishing an eight-hour daily working schedule it becomes necessary to increase our present force of telephone operators. A number of intelligent young women, sixteen to twenty-three years of age, are wanted. Permanent positions. Salary paid while learning. Good opportunity for advancement. Call at 2044 Olive st., Monday, from 1 to 5 p. m.

Southwestern Telegraph and Telephone Company

ice it was claimed that half had joined the strikers.

Numerous efforts were made by the company to get the young ladies to return to work but without much success until advertisements were printed in the St. Louis papers.

The ads gave publicity to offers of the telephone company and the benefits to employees in the way of pensions and life, accident and health insurance caused a decided public opinion in favor of the company and the strike has been declared a failure. One of the success-bringing ads is reproduced herewith.

Clifford & Lawton's New Purchase

Clifford & Lawton, 1 East Twenty-eighth street, New York, have purchased the *Women's and Infants' Furnisher* from William F. Crerand & Co. The latter concern formerly published *Garmets*, covering the ready-to-wear field, but this has been discontinued. Clifford & Lawton, in addition to the publication noted, also issue the *Lace and Embroidery Review*, the *Upholsterer*, the *Wall Paper News* and the *American Silk Journal*.

Window Trimmers to Meet

The National Association of Window Trimmers, which meets in Chicago August 4-7, will bring to that city the expert window trimmers of the whole country. Demonstrations will be made of the best way to trim windows in various lines.

Albert W. Brownell, formerly in charge of the financial department of the *New York Times*, is now on the advertising staff of *Suburban Life*.

Foundations and Roofs

¶ Amid all the talk of high-sounding matters such as "sales-analysis," "dealer-influence," and the like, it's well to remember some of the prosaic services which created the Advertising Agency.

¶ Copy, for instance; selecting media; buying space; checking. If these things aren't rightly done the whole campaign is weak. And often they're NOT rightly done.

¶ The Procter & Collier Co., does not overlook the newer phases of advertising science, but it has not managed to forget the homely old ones. You will find that we believe in foundations as well as in roofs.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

Some Advertising First "Printers' Ink" Saw

How Some National Campaigns Were Battling with Problems of the Times—the Story of a Most Successful Slogan—What Was Doing in Regard to Copy, Trade-Marks, Trade Press, Etc.

By Laurence W. Griswold

MANY of the leaders among the advertisers who were in the field when PRINTERS' INK was born had set their advertising toward the accomplishment of certain definite tasks. It was not all helter-skelter general publicity by any means.

Substitution was to be reckoned with, back in 1888, and the big manufacturers were training their guns on the substitutor. For example, the Eastman Kodak Company came out pointblank and said, "It has been truly said that 'imitation is the sincerest flattery,' but certain parties are advertising a camera as 'better than a Kodak,' which is an extremely cheap and worthless imitation." The L. E. Waterman Company, makers of fountain pens, had their troubles in this direction, and inserted a "beware of cheap imitations" clause in their advertising copy.

Much of the copy designed to reach the substitutor was extremely frank, to say the least. W. L. Douglas, the shoe man, was one of the many who did not believe in beating around the bush. His advertisements contained the word "Caution" in heavy bold-face type, after which came this statement, "If any dealer says he has the W. L. Douglas shoes without name and price stamped on the bottom put him down as a fraud. If not sold by your dealer write W. L. Douglas, Brockton, Mass." Pears had found it necessary to warn consumers, and ran in italics, "but be sure to get the genuine, as there are worthless imitations." James Pyle under the caption "Beware" gave this advice: "Peddlers and some unscrupulous grocers are offering imitations which they claim to be

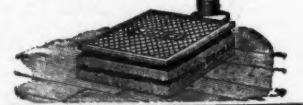
Pearline, or 'the same as Pearl-line.' It's false—they are not and besides are dangerous."

Numerous advertisers were featuring the instalment method of buying twenty-five years ago. Ivers & Pond offered "easy payments everywhere. Old pianos taken in exchange though you live 1,000 miles away." Others were maintaining prices, for instance, George B. Cluett, Bro. & Co., of Troy, sold shirts at \$1.75, and they advertised that these prices held everywhere. Makers guaranteed their products through advertising. Smith & Wesson, the revolver people, said, "Our arms are made entirely of the best wrought steel, carefully inspected for workmanship and stock and *guaranteed*." Sampling was common, and some of the manufacturers of 1888 were seeing to it that the consumer paid the cost of the sample and its transporta-

I want a Doctor

Will you be He?

Six years ago I made a scale for weighing and measuring patients for a doctor friend. He liked it so well that I offered it to the trade. Since then hundreds have been sold, but not as many as I would like. I want ONE DOCTOR in a town who will let me send him on approval one of my 1-4 to 400 lbs. \$17.00 (if on the installment plan \$18.00) Ber-tilion scales, finished in sanitary white enamel, with all brass parts nickelled and beautifully finished. If you will be my Doctor, write me at No. 122 B Street., Binghamton, N. Y.

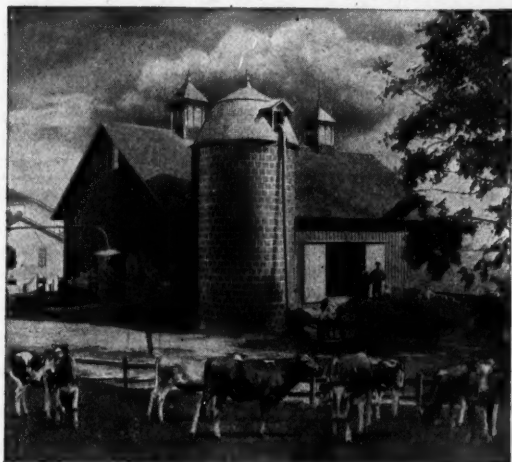


SLOGAN ADVERTISED SINCE 1877

tion. The makers of Franco-American Soups did this, charging 14 cents for sample cans of soup.

HOW ONE SLOGAN ORIGINATED

Slogans were deemed important features of advertising copy even



Composite photographic illustration of the NATCO Imperishable Silo, prepared by us for the National Fire Proofing Company

ADVERTISING, like farming, may be ordinary or intensive. The latter is the kind that *pays*—but intensive advertising, like intensive farming, is the work of specialists. We are specialists in

Agricultural Advertising

The agricultural field has been our study for years. Our service includes advertising copy, booklets, and a fund of practical information about mediums and merchandising. If you wish to reach the farm folk, we are prepared to help you.

The Charles Advertising Service

H. H. CHARLES, Pres., GEO. COSTELLO, Vice-Pres.

23 East 26th Street

NEW YORK

before PRINTERS' INK came into being. Few of those old slogans are seen to-day, but once in a while the observant reader of advertisements may come across one. Of all those which have come and gone during PRINTERS' INK's lifetime there is little doubt that one of the really famous is "Jones, He Pays the Freight." The inside story of this unique slogan, as related by Gerry Jones, general manager of the Jones of Binghamton Corporation, makers of scales, is interesting:



TRADE-MARK AGGRESSIVELY ADVERTISED
SINCE 1886

"General Jones, Jones of Binghamton, the present head of the Jones of Binghamton Corporation, first used the phrase about 1877," says Gerry Jones. "From that time until the present no newspaper work, no regular work, no work of any kind has gone out of our office which has not carried the expression. 'Jones, He Pays the Freight' has become known wherever the English language is known. It has become identified with our corporate name, Jones of Binghamton, and the two have put Binghamton on the map as regards general publicity. The expression 'Pays the Freight' has really become part of the English language. You will find it in novels; ministers use it; our editorial writers on political questions frequently refer to it, and wherever the delivery of anything either good or bad is required, the expression is used. Someone must pay the freight."

"A friend of mine who has

business connections in London and Amsterdam, recently made a trip abroad, and upon his return said that the only thing that the Londoners seemed to know about Binghamton was that 'Jones, He Pays the Freight' lives there.

"The reason for using the expression was that General Jones wished to convey to his customers the idea that when he had obtained a price for a scale, that was the complete cost to the customer delivered to his railroad station, that is, the scale cost so many dollars and 'Jones Pays the Freight.' The word 'he' which is a part of the trade-mark is used for emphasis, and many a newspaper discussion arose over the grammatical correctness of the phrase during the time that General Jones was in political prominence. It has been conceded by all good grammarians that while the word 'he' is not necessary it is not incorrect nor an example of redundancy.

"At the time the expression was coined and the advertising carried it as a catch-line, we were using practically all of the papers that were published in the agricultural line and the large weeklies such as the *Tribune* and the *Louisville Courier-Journal*, but did not use magazines to any extent. Country weeklies were included in our list. In those days the general line of advertising didn't amount to anything like it does now."

The Jones advertisement reproduced with this article is one of a mail-order series now being run. It will be noticed that this copy features the slogan which has been used since 1877.

SOME PHASES OF COPY

There was some good copy being sent out twenty-five years ago, and some of those advertisers who used it found it highly profitable. The style adopted by such advertisers as Pears, Procter & Gamble, James Pyle and the like has withstood the test of many years and is used in certain mediums to-day. But other advertisers, perhaps not so well-known, ran exceptionally good copy. C. J. Bailey, of C. J. Bailey

& Co., of Boston, makers of rubber specialties, showed keen judgment in the arrangement of cuts, white space and type. He gave minute attention to his advertising from the start, and that it has been profitable beyond question is shown from Mr. Bailey's own story of his advertising activities.

"My business has grown and extended by generously advertising my patented specialties," said Mr. Bailey recently. "Then the goods have backed up all my advertising by quality and utility. I am the patentee of the Bailey tread for bicycles, motorcycles and automobiles. These I license to nine of the largest factories in the United States, besides some in Europe. As my line is so distributed, I do not feel the necessity for such great publicity as formerly. I shall continue advertising, but probably in a more moderate way than heretofore. I am a firm believer in advertising for meritorious articles."

The Bailey advertising has been appearing almost continuously for more than twenty-five years. At present Bailey ads can be found in magazines, weeklies and newspapers. The one which is reproduced, however, is at least twenty-five years old, and is a good example of the high-class lay-out employed in those old days.

TRADE-MARKS AND TRADE AND TECHNICAL PRESS

"Reaching the classes who influence the masses" was a recognized principle in the eighties, if it wasn't stated in just those words. The trade and technical press were employed as mediums for reaching such classes as contractors, architects, engineers and the like. Trade-marks were played up strongly in copy in order to make the products of the various advertisers easily recognizable to both the expert and layman. The advertising activities of such a concern as the Samson Cordage Works, of Boston, makers of cords and twines, shows the extent to which one concern was using trade papers, and also the importance they placed on their trade-mark.

Dry Goods

**Is Talking Every
Month To People
Who Buy More Than
One Thousand Mil-
lion Dollars Worth
Of Dry Goods
Annually.**

If a dozen buyers should walk into your place of business at one time you would be surprised, yet there is *hardly a day* passes that we do not get a dozen or more buyers as subscribers to **DRY GOODS**.

During the last few years the circulation of **DRY GOODS** has been increasing steadily and solidly and the remarkable thing about this circulation is that our 7,000 subscribers have a purchasing power greater than the 2,000,000 readers of the Saturday Evening Post.

Here is intensive cultivation for you! Not a copy goes to waste and most of them are read by the whole store. Thousands of readers every month all intent upon buying what is newest and best in the dry goods markets.

We are telling these people what to buy. It is up to you to tell them where to buy. August is the time to talk, when they are getting ready to come to market.

Dry Goods

25 Cents . . . A Copy
\$2.00 . . . A Year

Dry Goods Publishing Co.

116-120 West 32d Street

New York

Max Jagerhuber, President

The Samson and the Lion trade-mark reproduced herewith was originated by James P. Tolman, now president of the Samson Cordage Works. As soon as the design had been whipped into shape advertisements were started which featured it. The trade papers which carried the copy in 1885-6, and in which Samson and the Lion were prominent, included the *American Architect and Building News*, *Scientific Times*,

PULLED AFTER TWENTY-THREE YEARS

Much of the advertising of the eighties pulled, and pulled surprisingly well. Advertisers sought eagerly for inquiries by means of offers printed in their copy which said booklets, samples and the like would be sent the inquirer. Some of the old ads have not stopped pulling yet. Herbert G. Pratt, treasurer of the Samson Cordage Works, recently said that although his offices had not been at No. 164 High street, Boston, since 1890, he occasionally got an inquiry addressed to the office his firm had not been in for twenty-three years.

Just how far back PRINTERS' INK's birthday really stands is perhaps clear to the advertising man of long experience. To the other generations in the advertising field a glance at what was doing on the editorial side of a typical publication of 1888 may prove illuminating and aid in placing the birthday, which is being celebrated, at a sufficiently remote period. Of course, half-tones were not used in the big magazines like *Century* and *Harper's*. It was altogether too early for that. Illustrations were engraved from drawings made by George Du Maurier, John S. Sargent and artists of such caliber. William Wordsworth was writing sonnets for the magazines, and others who submitted copy included James Whitcomb Riley, William Dean Howells, Charles Dudley Warner and George Howard Darwin.

Quick Seizure of News Interest

A good example of quickly taking advantage of a local situation is shown in a large ad of the New York Central lines in Chicago papers recently, in the midst of a torrid wave. The *Record-Herald*, Monday morning, printed a cartoon showing vacation pleasures trying to tear Mr. Business Man away from his desk. The next day the cartoon was reproduced as part of the ad of the New York Central showing that each of the vacation scenes in the cartoon was along that line. The man is advised strongly to let go and take a vacation.

CLEAN HANDS

For every one, no matter what the occupation, by using



It removes Ink, Tar, Grease, Paint, Iron Stains, and in fact everything foreign to the color of the skin, simply by using with soap and water. It never becomes foul or carries any contagion, and will not injure the most delicate skin, as it is done by the use of pumice-stone, bristle brushes, etc. Printers, Penmen, Typewriters, Blacksmiths, Machinists, Shoemakers, Painters, Farmers, and all whose hands are stained by their labor, can cleanse them easily without rupturing or weakening the skin.

PRICE-LIST.

Bailey's Rubber	Bath and Flesh Brush, . .	\$1.50
Bailey's "	Toilet Brush, . .	.35
Bailey's "	Hand Brush (size, 3 x 1 1/2 in.), .	.50
Bailey's "	Blacking Dauber, . .	.50
Bailey's "	Ink and Pencil Eraser, . .	.35
Bailey's "	Tooth Brush No. 1, . .	.40
Bailey's "	Tooth Brush No. 2, . .	.50

Send us postal note and we will forward any of the above, prepaid, upon receipt of price. For sale by all dealers in Toilet Goods.

C. J. BAILEY & CO.

132 Pearl St. Boston, Mass.

SURPRISINGLY GOOD LAY-OUT 25 YEARS OLD

National Car and Locomotive Builder, Iron Age, Carpentry and Building, Railway Master Mechanic, Railway Review, Architects' and Builders' Reference Bulletin. Standard magazines were employed by the Samson people also. The *Youths' Companion* ran the copy, as did also "Palmer's Register" and the "Boston Directory." Newspapers were not missing from the Samson lists. These were used to cover the West, and included such papers as the *Minneapolis Tribune*.

Since the start back in 1885, the trade press and the trade-mark have been adhered to by the Samson Works, and they have formed an important part of the concern's long campaign.



*Apparel
Advertising
from skin out
and heel up*

SHERMAN & BRYAN
Incorporated
ADVERTISING COUNSELORS
19 Fifth Avenue New York
Medinah Building
Chicago





A DECLARATION OF INDEPENDENCE



Beginning with August 1, 1913, and regularly thereafter the three newspapers published by this Company

*The Providence Journal
The Evening Bulletin
and*

The Providence Sunday Journal

will print circulation figures representing nothing but the number of copies of each issue actually sold—and deducting all copies spoiled in printing, returned to the office, remaining unsold in the office, exchanges, and all copies used by employees, correspondents and

will print circulation figures representing nothing but the number of copies of each issue actually sold—and deducting all copies spoiled in printing, returned to the office, remaining unsold in the office, exchanges, and all copies used by employees, correspondents and advertisers.

In other words, the circulation figures printed by these papers hereafter will represent ACTUAL SALES AND NOTHING ELSE.

We are convinced that the future co-operation of newspapers and advertisers, their mutual good will, and fair play to the thousands of firms and individuals who patronize our columns make this action imperative.

We have no quarrel with those publishers who claim, and with justice, that many copies of newspapers, not actually sold, are a legitimate part of the circulation and therefore helpful to advertisers. But we prefer to stand, in the future, on figures that represent net sales only.

These figures will be sworn to in every case, and every advertiser will be protected by our guarantee.

PROVIDENCE JOURNAL CO.

PROVIDENCE, Rhode Island

NEW YORK
CHAS. H. EDDY
5024 Metropolitan Bldg.

REPRESENTATIVES

BOSTON

CHAS. H. EDDY
723 Old South Bldg.

CHICAGO

EDDY & VIRTUE
1034 Peoples Gas Bldg

Ten Men

Jones is a lawyer;

Wilson teaches school;

Johnson keeps a corner grocery;

Brown is a minister;

—and so on, down to the tenth man.

One of these ten men is an ardent motorist.

He thinks, eats, sleeps, motoring.

He talks automobiles to every one he meets—*his* car,
his favorite tires, *his* starter, *his* engine, *his* carburetor.

He is the unpaid salesman for every motoring contrivance that *he* owns.

No car climbs hills like his, no spark plug fires so sure.



The effort and the problem of every automobile advertiser is to find this tenth man—he is worth the other nine together.

Like all the ten, this man reads a general magazine or two.

But which magazine does he happen to read?
And what about the expense of buying space for *one* man on a *ten* man rate?

To reach the tenth man, the enthusiastic motor car owner, advertise in **The Automobile and Motor Age**.

They are the short cut to 40,000 live prospects—No waste circulation—no lost motion.

Let us send you a comparative table, "The Cost of Reaching a Thousand Motorists."

THE AUTOMOBILE
New York

MOTOR AGE
Chicago

Dangers in Making Circular Letters "Personal"

Advertiser Recalls How a Good Letter to South America Was So Intimate in Appeal that the Dons Regarded It as a "Yankee Trick"—As a Result Dixon Letters Are Written Differently

By George E. Long

Vice-Pres., Jos. Dixon Crucible Company, Jersey City, N. J.

"**MAKING** the Circular Letter Personal," by L. B. Elliott, in *PRINTERS' INK* of June 26, reminds us that this company has gotten up some circular letters which I think would have met the approval of Mr. Elliott. They were sent to some prospective customers in Buenos Ayres, S. A.

We tried to make the letters appear thoroughly personal, and this is the result: A member of a very esteemed Spanish firm was so pleased in receiving such a personal message, and it showed such painstaking carefulness in every respect and was rendered into such polite Spanish, that he showed it with considerable pride to a member of a neighboring firm, who made the remark that it was very curious, but it appeared to him that his firm had received a similar letter.

They compared letters, and while they were dwelling on the great similarity, a third friend came in who made the statement that he himself had received a similar letter. Then there was great indignation and probably some round and full Spanish oaths, and a quick adjournment to the office of the Dixon representative in Buenos Ayres.

Our Spanish friends considered that they had been insulted in being thus deceived, and our representative at once wrote us that such deceit was considered a Yankee trick, and if we expected the continued esteem of our old-time friends and to win others to our side, we must not make use of a letter that had every appearance of a personal communication, but

which after all was only a clever swindle.

Since then we have made our circular letters conform to those which we ourselves receive from Latin-American countries, in which only plain type, roman or italic, is used and our name and address omitted.

Our experience may be of interest to other American firms.

A Big New Leaf

THE PROMOTION COMMITTEE

MILWAUKEE, WIS., July 8, 1918.

Editor of *PRINTERS' INK*:

Please, teacher, you have told us that if we have missed seeing recent Library Bureau advertisements we have missed seeing some true-to-life arguments and illustrations. I am inclosing an L-B ad which, when it appeared some time ago, I thought good (?) enough to keep and bring to class some time.

Now, then, is this very true to life? Here we have a man who is compelled

B


Turning Over a New Leaf

Time for turning over a new leaf—personally and from a business standpoint.

Maybe you'll still remember, perhaps you'll never see some other little one.

Time to turn over a new leaf in your office methods. Some of them are creaky with age and destined to collapse. You're known to some extent—but you're destined to take the step. Don't hesitate.

Get yourself a Library Bureau. One of doing business and then you won't have to use a crowbar to turn your leaf. The L. B. way will help every member of your

staff—from the general manager to the youngest clerk. It will help make check keeping, sales records, cost accounting, purchase orders, advertising results, sales forecasts, etc., and every other office routine, so much easier that you'll wonder how you've endured so long the old process.

The L. B. way will decrease your office work. It will give your staff a higher efficiency. It will give you concrete results promptly—the stars of business. Lastly, it will save them some of the sweat in a short time. Read for explanation or call at our store to view our demonstration of the L. B. way.

Library Bureau

Manufacturing Headquarters of
Card and Office Systems Office Equipment from Indianapolis
and Stationery The Library Bureau, Inc.
New York New York New York New York New York
Representatives in leading cities in the United States, Canada, England and France

evidently to use a crowbar to overturn a leaf—it must be a leaf for the copy suggests that. I never saw many leaves of that size and apparent weight. Can't be a very new leaf when it has attained that size. And here's another thing. Most of us have thought that the expression "turning over a new leaf" was derived from the bookkeeper or such, who completes a page of work and turns to another. We did not know that there was a botanical reference. Honestly, teacher, what do you think of it?

H. J. LARKIN.

Making an Exclusive Feature Add Prestige to an Established Line

By Waldon Fawcett

GIVEN a new invention, patented and exclusive, that spells genuine improvement in an established manufactured product, is it the better move to play up the innovation for all that it is worth, or to subordinate it in the advertising to the broad claim of quality for the article as a whole?

This is a question that is likely, sooner or later, to confront a manufacturer in almost any line. It has lately been presented in peculiarly perplexing form to E. Rosenfeld & Co., of Baltimore, manufacturers of Faultless shirts, pajamas and nightshirts. That this firm is answering in a manner different from what some other national advertisers have done under similar circumstances does not lessen the interest of their example.

It was perhaps a year and a half ago that Rosenfeld & Co. came into possession of the invention which was later to be christened "Nek-Gard," and which the house regarded as (in the words of the firm's advertising man) "the greatest thing that ever happened to a shirt." The invention was simply another one of those simple things which caused every person to wonder, when they saw it, why nobody had thought of it before. It consists of a collar-button pocket in the front of the neckband that is probably just as logical as the time-honored corresponding pocket in the back of the neckband, which every man has come to regard as an inevitable and indispensable adjunct of a shirt.

All the members of Rosenfeld & Co. were convinced that they had hit upon one of the really big things in the history of their line. As they saw it, the neck-guard was to prove a permanent step forward in shirt-making, and was not a mere novelty that might serve as the fad of a single season. With this view of the situa-

tion, the temptation was to plunge in the exploitation of the new feature, and the firm did devote some of its publicity solely to the new discovery.

Then, all of a sudden, the manufacturers, figuratively speaking, pulled up short and asked themselves whether they were not on the wrong track in their advertising. They had been asking themselves somewhat the same question ever since the neck-guard was placed on the market, but now, with sober second thought, they went over the proposition in detail and ultimately disposed of it in a manner different from what many business men would have done under similar circumstances.

Understand, the initial advertising and sales promotion did not disclose anything wrong with Nek-Gard. It took hold in a manner that was all that could be desired, but the manufacturers, upon turning the matter over in their minds, simply came to the conclusion that they were in a fair way of allowing the tail to wag the dog. Here they were with a well-established line firmly entrenched in the market, and yet they were setting out to gain a foothold for a novelty, virtually on its own merits, instead of linking it up to the old-established line for whatever assistance that could give. If the novelty wasn't entitled to any assistance the established line could give, or, maybe, did not need such assistance, at least the regular line was entitled to the added prestige that would come from an invention that represented experience in the trade, gained during the production of that standard line.

In the light of this reasoning the Baltimore firm concluded that the principle of publicity adopted upon the advent of the neck-guard was all wrong. Perhaps they were influenced somewhat to

their revised opinion by the fact that Nek-Gard was refused registration as a trade-mark, being accounted a descriptive word. The particular form of display which Rosenfeld & Co. had adopted for the word was copyrighted as a label, but, of course, that is not quite the same thing for purposes of advertising.

A REVERSAL OF POLICY

Well, the upshot of the matter was that there was almost a right-about face in policy, and Nek-Gard, boasting all its original claims, was put forth as the adjunct of Faultless shirts—"faultless," as the firm was wont to emphasize "since 1881." Incidentally, this got around the trade-mark dilemma. "Faultless" is a registered trade-mark—registered under the ten-year-clause—and there is no one to say its owners nay, even though they advertise its significance as an adjective, as they have done in much of their trade-journal display.

Under the new status Nek-Gard is being made the key to many a Faultless advertisement, but there is determined effort to associate it in the popular mind with the make of shirt which it helps to render distinctive and even with the trinity of products put out by the Rosenfeld corporation. This policy even manifests itself in the labeling of the shirts, the tabs bearing the inscription "Faultless Shirts with Nek-Gard," just as much of the firm's current display advertising carries the slogan, "Faultless Nek-Gard on all Faultless Shirts." Indeed, the latest effort is to indissolubly associate the two words Faultless and Nek-Gard.

Growing out of the above-mentioned problem, or at least appearing coincident with it, is another, in the Rosenfeld solution of which some other manufacturers may find food for thought.

This second puzzle might be phrased somewhat in this wise: Given a new invention of wide application and prospective widespread popularity, is it the part of wisdom for the owner of the patent to license all or a number

of the manufacturers in the field to its use, or does he do better to reserve the invention for his own exclusive use?

Within the past few months this question has been put squarely up to Rosenfeld & Co. by the receipt of applications for license to manufacture Nek-Gard from other shirt-makers. The decision up to date has been to restrict the neck-guard to Faultless shirts, but



Style in men's shirts isn't acquired by ordinary shirt-making methods. We originate the latest patterns, fabrics, and "comforts" in shirts through our more than 30 years' manufacturing experience, and close contact with London and Paris ideas which we adapt to American requirements. Our thorough knowledge of shirt-making and care for details bring you the Faultless Nek-Gard—the neck-band with the exclusive patent pocket that protects the neck from the front collar-button. So now not a button touches the neck either front or back.

Faultless shirt-making requires hand-craft, careful cutting, stitching with shirred and seam construction, using button-balls that let them slide, buttons sewed in to stay for our special process, giving perfect button-hold, all parts hand-developed and finished to equal the shirt, shirring, stitching, and button-hold, and all done. All measures from pocket to collar, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

Any "Faultless" dealer will show you a varied assortment. If you don't know the nearest "Faultless" dealer, write us and we'll tell you his name, and send you "The Day-shirt Book."

E. Rosenfeld & Co., Dept. A, Baltimore—New York
Makers of Faultless Pressure and Mule Shirts, noted for style and comfort.

A SAMPLE OF MAGAZINE COPY

the members of the firm admit that this decision cannot be announced as final. In keeping their invention for their own sole use they are, of course, following the example of the Arrow collar manufacturers with their Arrow collar. But that there is distinguished opinion on the other side of the question is eloquently attested by the energy of certain prominent firms in licensing manufacturers to make use of improvements in petticoats, adjustable collars, etc.

One consideration that has influenced Rosenfeld & Co. is the one which presents itself to every patent owner under similar circumstances, namely, the fear that not all licensees will or can turn out specimens of the invention

that will be a credit to the reputation of the owner of the patent whose name it bears. In the main, however, the compelling factor is that of ultimate benefit to the firm most interested. In the case of the manufacturers of Faultless garments, a bird-in-the-hand policy would unhesitatingly dictate the acceptance of the propositions of the other manufacturers who desire licenses, but the house of Rosenfeld is looking to the future.

In short, the logic which has up to this time kept the Nek-Gard in the hands of the one firm may be expressed somewhat in this wise: Men's shirts present a regulation standardized type of garment, so hedged about by conventionality as seemingly not to be susceptible of radical improvement. Accordingly, a new invention that is recognized as an improvement is all the more conspicuous, and of proportionate advertising value to the make of shirt with which it is associated. The only counter argument against the wisdom of the originators of the innovation keeping it in their own hands is based on the uncertainty as to how long it will require to convert the public. The members of Rosenfeld & Co. have figured this out, in their own case, as five years. That would, of course, leave ample time, within the life of their patent, to reap the expected financial harvest.

THE LICENSE QUESTION

But, as has been remarked, the Baltimore advertisers do not even now regard this problem of "to

license or not to license" as a closed incident. They do say, however, that if they ultimately decide to share up, they will license, not a number of leading manufacturers, as other patent owners have done under similar circumstances, but merely one rival firm in the United States. Already a license has been issued for the full life of the patent to a Canadian manufacturer. And

just here it may be of interest to note that the firm which controls the Canadian rights is doing just what the Baltimore firm decided not to do, namely, playing up the neck-guard to the limit, even at the risk of overshadowing the shirt of which it is introduced as an adjunct.

There is another interesting angle in Rosenfeld & Co.'s consistent effort to link up the entire Faultless line. And it concerns a no less up-to-date subject than the growing use of pajamas by woman. To hark back some quarter of a century, it may be recalled that the Baltimore firm was responsible for the introduction of pa-

jamas in America. The Oriental garment came to us by way of England, and it was that period in men's fashions when anything bearing English approval was assured as warm a welcome in the United States as it is in France to-day. It required a good many years for Rosenfeld & Co. to build up their organization of dealers to that total of more than 6,000, which they deemed essential to a distribution that would warrant national advertising, but they used as an entering wedge of publicity

Faultless
Pajamas & Night Shirts
SINCE 1891
introduce
"My Letter" Nightwear
Sleeping garments with your own initial individually embroidered in a large, handsome, raised letter on the handkerchief pocket - and without extra charge. Every size garment in every letter, ready at dealers.
Pajamas, \$2. Night Shirts, \$1
Look for the Faultless Label. Write us for the Faultless Red-line Book.
E. Rosenfeld & Co.
Baltimore, New York
Makers of Faultless Day Shirts with patent Nek-Gard
Tested fabric

A FANCY TOUCH TO APPEAL TO THE PARTICULAR

NEW HAMPSHIRE'S **2** GREAT DAILIES

The Manchester Union The Manchester Leader

2c MORNING 2c

1c EVENING 1c

*Only morning newspaper in
the State*

*Largest evening circulation in
the State*

These two great dailies with a guaranteed circulation of

25,000

give advertisers an opportunity to cover the entire state of New Hampshire at a low rate.

The combined circulation of The Manchester Union and Manchester Leader is greater by several thousand than the combined guaranteed circulation of all other daily newspapers published in the state of New Hampshire.

Lowest advertising rate per thousand circulation in state.

The Union

Since 1863, the great morning paper of New Hampshire. Covers the morning field in Manchester and reaches every city and town in the state.

In New Hampshire all roads lead to Manchester, its greatest city. The Union has been for years the great advertising medium. Now it is better than ever.

The Leader

The younger brother of The Union. Bright, crisp, newsy and cheerful, it has gained a hold on the affections of people of Manchester and surrounding towns that has brought its circulation to figures never thought approachable.

"Leader" results are quick and sure as its volume of local advertising shows.

**See that the UNION and
LEADER is on your Fall list**

UNION and LEADER

MANCHESTER, N. H.

FRANK KNOX, President and Editor

JULIUS MATHEWS
Representative

WALTER L. THOMAS
Advertising Manager

the argument of the superiority of pajamas as night garments for travelers, and, following this up with claims of comfort and luxury, they pushed pajamas forward—in the face of the greater laundry expense of a two-piece suit—until, after national advertising was in full swing, pajamas came to divide evenly with nightshirts the aggregate volume of trade in sleeping garments.

Then, sighing for new worlds to conquer, the manufacturers of the Faultless line conceived the idea of introducing a prototype of their pajamas for feminine use. Special designs were prepared and they hit on the name of "Majamas" for the new line. This coined word, in which "ma" had been substituted for "pa," was accorded trade-mark registration without hesitancy, and the prospect seemed excellent for a gratifying sales campaign. Well, to make a long story short, there was built up a fair trade in majamas, and it endures to this day, but the new idea obviously did not sweep the country like the proverbial prairie fire.

The manufacturers sought diligently for the explanation, and finally they found it. Women who affect the pajama type of sleeping garment—the up-to-the-minute college girls, for instance—have not adopted such successors of "nighties" because the garments are healthful or luxurious or comfortable, but because they are masculine. And the pajama manufacturers, in attempting to force the market with a special modified type of pajamas, were flying, if not in the face of Providence, at least in the face of feminine favor. When this light broke in upon the Baltimore firm they continued the majamas advertising, but they interested an entirely different contingent of the fair sex by tacking on to all their advertisements of Faultless pajamas that familiar phrase, "A great number of women also wear them."

Rosenfeld & Co. are strong for dealer co-operation, and all the modern approved methods are employed, including the furnish-

ing of copy and electros for local advertising, cards for street cars, etc. Indeed, George M. Harsh, the member of the firm who is in personal charge of the department of publicity, believes that whereas advertising to the consumer has its place, main reliance should be placed upon advertising to the dealer, depending upon the latter to get the consumer. "It is to be remembered," remarked Mr. Harsh, "that every retail dealer is also a consumer." Comparatively little demonstration work is done in pushing any of the Faultless lines, and all inquiries originating from consumer advertising are turned over, after the requested booklets have been sent, to the dealers in the territory, the "prospect" being advised meanwhile of the location of the Faultless agencies in his vicinity. In the event that an inquiry is received from a point where there is no dealer carrying the Faultless line, the applicant for the firm's literature is urged to communicate the name and address of his own dealer.

Copy Stunts on the Coast

CHAPPELOW ADVERTISING CO.

ST. LOUIS, July 17, 1913.

Editor of PRINTERS' INK:

I have just returned from a short visit to various cities on the Pacific Coast. Los Angeles and San Francisco were the two principal cities I saw. It was a vacation jaunt, and of course I tried to forget copy. But here are three things I saw on the Coast which, for cleverness or whatever you want to call it, I cannot forget:

First, a slogan on a street car card in Los Angeles, advertising a new bathing beach resort. The name of the beach appeared in the background, then—"Everything new but the Ocean."

Can you beat it?

And how about this hatter's window sign, in San Francisco: "Any hat in the store for 2 Bones." The real bones were pictured, crossed. It wasn't good Boston taste and all that, of course. But I noticed that every man on our sight-seeing auto read it and laughed and said it was clever.

Then, while crossing on the ferry to take the car back to copy writing in St. Louis, two deck hands were noted with large lettering on their suspenders, where the two parts crossed in the back. The type was at least forty-eight point, white on blue cloth: "Bull Dog Suspenders. Union Made." The manufacturer got his money from the wearer, and then used the man's back to advertise his brand!

DAVID R. WILLIAMS.

Timeliness Leads to Quick Distribu- tion of Novelty

How a Lincoln Medal and Painting Were Given Speedy Circulation Among Dealers—How the Dealer Was Safeguarded from Requests for Duplicates of the Novelties

By John G. Keplinger

Adv. Mgr., Illinois Watch Co.,
Springfield, Ill.

SOME time in the fall of 1911 a traveler for a novelty house showed us a medal bearing the profile of Abraham Lincoln and suggested that, as we were located in Lincoln's home town and made a high-grade watch named after him, it would be a splendid novelty to send to the jewelers as a Lincoln's Birthday souvenir.

The idea was such a good one that it was immediately adopted and the form of the medal decided upon. In size it was to be as large and as thick as a half-dollar and to have two rings at the top so that it could be worn as a watch charm. On the obverse side was the profile of Abraham Lincoln with the name and dates of birth and death. On the reverse was an eagle with outstretched wings underneath which were the words, "Illinois Watch Company, Springfield, Makers Of the A. Lincoln Watch."

The medals were mailed to reach the jewelers on February 12, and with each was sent the following letter:

Feb. 12, 1912.

Retail Jewelers,
Everywhere, U. S. A.

Dear Sirs:

The names of Springfield, Illinois, and of Abraham Lincoln are inseparably linked together.

Here he lived and practiced law. From here he went as chief magistrate of the nation.

Here it was in 1865 that his body was brought to be placed in its final resting place.

Springfield is rich in memories of the martyred President. His old home is open to visitors. The site of his office, near the court house is marked by a bronze tablet and his monument in Oak Ridge Cemetery is visited every month by thousands from all parts of the world.

A number of Mr. Lincoln's intimate

"How Can I Reach Pittsburgh?"

You can reach it for six dollars a day via the O'Brien Bulletins.

Consider that the daily traffic of this city of a million is confined to a dozen main thoroughfares, all converging at the business center, and that any 12x30 foot bulletin on any thoroughfare costs only 50 cents a day.

Consider also this fact of essential importance: The sign-board speaks a universal language. It is the Esperantist among mediums. To the foreigner as to the native-born the sign-board is the quick and easy vehicle of publicity. It tells everybody and lets nobody forget. The sign-board has a tremendous advantage in Pittsburgh whose million people speak more than a score of different tongues.

Density of traffic and this universality of the sign-board make the O'Brien Bulletins the big medium of Pittsburgh.

A line of inquiry will bring you an abundance of particulars. Get the facts about Pittsburgh.

G. G. O'Brien
Pittsburgh

friends are still living here. Among them are Mr. E. R. Thayer, now in his 97th year, who was with Mr. Lincoln in 1860, when he delivered his famous Cooper Union Speech in New York City. Another is Dr. Wm. Jayne, whom Mr. Lincoln appointed governor of all that territory now embraced by the States of North Dakota, South Dakota, Montana and Idaho. Still another is Mr. John W. Bunn, who was one of Mr. Lincoln's most intimate friends and perhaps the first man recognized by him in an official appointment after the formation of his cabinet.

It is altogether fitting, then, that this company should name one of its highest grade movements after Springfield's most illustrious citizen and on the recurrence of the anniversary of his birth, takes pleasure in sending you the enclosed souvenir of the man and the product named for him.

Yours very truly,
ILLINOIS WATCH COMPANY.

The response to this letter was immediate. Letter upon letter was received thanking us for the souvenir and requesting as many as we could spare for distribution to friends. These were sent and another order placed with the makers. The requests have continued unabated and order after order has been placed to supply the demand from jewelers, railroad men and admirers of Lincoln generally. These are worn as watch charms, and their effectiveness as an advertisement is evident from the fact that in less than two years the demand for the A. Lincoln watch has increased to such an extent that, for some time, it has been difficult for us to keep ahead of the orders for them.

The continued demand for the medals has induced us to take another step which is fully explained in the following letter which was recently sent to the dealers handling the Illinois-Springfield watches.

Dear Sirs:

The continued distribution of thousands upon thousands of the Lincoln medals has created such a demand for the A. Lincoln watches that it is with difficulty that we can keep ahead of orders for them.

Gratifying as this is to us, we feel that the results would be much greater if we could give you a window feature which would center this interest in your store.

We found such a feature in Bohunek's famous painting of Abraham Lincoln which we have reproduced and framed in a heavy gilt frame. One of the portraits is being forwarded to you by express, prepaid.

We believe the display of it in a conspicuous position will be to our mutual advantage.

With kindest regards and best wishes, we are, Yours very truly,
ILLINOIS WATCH COMPANY.

The portrait is in oils, measures seven by ten inches, is on canvas and mounted on a stretcher the same as the original oil painting. In the lower right-hand corner is an indistinct circle inside of which are the words, "Illinois Watch Company, Springfield," and in the middle the words, "The Lincoln Watch." As the portrait was intended as a window feature, this advertisement was put on as inconspicuously as possible so that the advertisement is not noticeable when the portrait is hung on the wall. One of these portraits is sent free to each jeweler handling the A. Lincoln watches but to prevent an embarrassing demand for them on the part of their customers we placed a rubber stamp imprint on the back stating that duplicates of the portrait and frame could be had, all charges prepaid, from the Illinois Watch Company, Springfield, Illinois, on receipt of one dollar. This relieves the jeweler, as well as ourselves, from any embarrassment which would naturally follow if this restriction was not placed upon the distribution of the portraits.

Our experience is but another instance of a good idea and product being brought together at the right time. That the A. Lincoln watch bids fair to become the best known watch in America is due not only to its splendid quality and name but to the distribution of a lasting novelty which bears the profile of the martyred president after whom the watch is named.

To Get Foreign View-Point

James Montgomery, of the staff of the Richard A. Foley Advertising Agency, has gone abroad for conferences with several foreign representatives of American manufacturers, whose accounts are handled by the Foley Agency.

The South American representative of the Chicago Association of Commerce who has in charge the exhibit of Rio Janeiro is opening up a number of Chicago-made articles recently sent to new fields for American goods.

(From The Evening World, July 18, 1913)

At the Head of Its Class

FULFILLING the requirements of the postal law, the several evening newspapers of New York City with which the Evening World is in friendly and honorable competition have printed statements showing their average and net paid circulation for the six months ending April 1, last. They represent clean, upright and useful journalism. The Evening World quite naturally takes proper pride in standing at the head of the class. The figures follow:

EVENING WORLD - 385,073

Evening Telegram - 153,856

Evening Globe - - - 130,524

Evening Mail - - - 120,904

Evening Sun - - - 104,396

Evening Post - - - 29,400

These newspapers reach the people who take an interest in life, who are progressive and prosperous, in Greater New York and its thriving, attractive suburbs.

How Far Should General Advertisers Carry Follow-Up?

WHEN the following article by "J. K." came in, PRINTERS' INK felt that it would be instructive, as well as fair, to ask the advertisers, who are accused of neglecting the inquiry of a good prospect, to state their side of the case. Three manufacturers accepted this opportunity of explaining their policies regarding inquiries received from their advertising. Accordingly, "J. K.'s" article is printed first, this being followed by statements from executives of the Chalmers Motor Company, the Jackson Automobile Company, and the Michigan Motor Car Company.

An Inquirer Makes Out Case of Scant Attention

By J. K.

I WAS not dissatisfied with the automobile that I bought last fall, but, noting the great increase in the use of electric generators for lighting, besides a number of other refinements, I decided that I would write to a few manufacturers of motor cars for literature. I intended looking this over and, if the new features appealed to me, I felt that I would probably sell my car or trade it in for another.

In my letter to the manufacturers I stated that I had a machine, for the reason that it is usually considered that the owner of a car is a good prospect. Being the spring of the year, I knew I could sell my automobile if any of the others appealed strongly enough to me. I wrote four letters to manufacturers whose cars sold for between \$1,600 and \$2,000.

From the first maker, the Chalmers Motor Company, I received a booklet telling how the machine was made, together with a printed form letter which contained a number of points about construction, control, etc. A card was also enclosed which invited me to

call on local agents, giving their name and address, but instead of *their* correct address, *my* residence address was inserted by mistake.

Two days later this same concern sent their regular catalogue, which was more elaborate than the first. I had already decided that I did not care for their car, as it had right-hand drive, while I was accustomed to left-hand drive with center control, which I liked. Although my name was no doubt forwarded to the agents, I have never heard from them.

The agent representing the Jackson car to whom I wrote called up my residence and then my office, where he reached me. I received the catalogue from the manufacturer the next day, and two days later the agent who called me up sent me a duplicate catalogue. No letter or call of any kind followed during the next three weeks, although I had told the agent over the phone that I intended looking over two or three makes of moderate-priced cars.

In answer to my letter to the Michigan Motor Car Co., the third manufacturer, I received a catalogue and a form letter with the local agent's name filled in. I have not heard from the manufacturer nor agent since. This company has been a very heavy advertiser for the past two years.

The fourth manufacturer to whom I wrote makes the Moon car. He forwarded the letter to the Chicago branch, as there was no agent in my city. The branch manager sent me a catalogue and a letter which ended with the following paragraph:

"We are in a position to give you immediate delivery, and I would be pleased to receive your order by return mail."

Think of it, I had never seen one of the cars and knew very little about them except what I learned from a small 16-page catalogue. He would be glad to

receive my order for a \$1,650 car by return mail. That's pushing selling by mail just about to the limit.

From the specifications and other information I felt that this fourth machine seemed the best buy, and although I was about ready to be sold, I never heard from this manufacturer or from the Chicago sales manager again.

What I am trying to figure out is why an inquiry gained at the cost of expensive advertising is given such little attention. Why do all of the motor car makers urge the request of literature when practically no attempt is made to reach the source of the inquiry? Is it the fault of the agency system, or is too little value accorded the usual inquiries gained through the ads? You hear so much about this or that motor car ad pulling so many thousand inquiries. While these may gain some publicity through the distribution of catalogues, yet unless better use be made of these inquiries it would seem that many

good prospects would be overlooked.

WHAT MAGAZINES GET CREDIT FOR MY INQUIRIES

When I decided to get information concerning a number of cars, I just picked up a few magazines from my library table and jotted down the addresses of four that I had seen advertised to a considerable extent and whose price fell between \$1,500 and \$2,000.

There is no way of deciding which ad or which magazine ought to get the credit for my inquiry, because I remember seeing many ads in various magazines of these same cars. What's the use of all this "inquiries per ad" or "inquiries per publication," and especially so since, as shown by my experience, the inquiries are given so little attention? If I had mentioned the publications from which I had taken the addresses, the ads in those magazines would have been credited with one more inquiry, where in fact those ads

Let Trained Salesmen Handle Your Advertising

Theories and fancies may have some place in advertising—perhaps—but a carefully developed plan based upon **REAL SELLING EXPERIENCE** inevitably brings best results.

Hence the need and reason for this agency, composed of advertising men who know selling in a practical way, have travelled this country, over, and over, and who are intimately familiar with the ins and outs of nearly every market in the land.

We are now serving 19 important

advertisers, who will confirm our efficiency. We helped every one of these to solve difficult sales problems after theoretical advice had failed.

One of these clients recently wrote (voluntarily.) "It is your practical knowledge of marketing and your unwavering look-out for the profitability of our money invested in advertising that has convinced us, after two unfortunate previous experiences, of the usefulness of a **REAL** advertising agency."

Put us to the test. Make us prove to you that we can serve you profitably.

E. J. THIELE & CO.

Advertising—Sales Promotion—Merchandising Counsel

10 So. LA SALLE STREET

CHICAGO

had little to do, as earlier ads had really done the work and made me feel more or less familiar with the cars that I finally selected as being interested in.

Anyway, I'll probably go and buy some other car now; or, if I do buy one that I inquired about, it will not be as a result of any of my inquiries. Advertisers ought to make better use of the inquiries or else cut out a lot of this crediting this or that ad or magazine with something of an indeterminate value. Many filing cabinets and clerks could be dispensed with, also.

Why Chalmers Does Not Follow-Up Extensively

By Lee Anderson

Adv. Mgr., Chalmers Motor Co., Detroit, Mich.

SUCH an error in our follow-up of inquiries as was mentioned by your correspondent in his article was quite evidently due simply to clerical negligence. It is very unlikely that such a mistake happens very frequently. At least, this is the first time that we have ever had a report of such an error.

However, your correspondent is right in his assumption that we do not have any extensive follow-up campaign. For your information, and not in any way as a defense of our system, I would explain exactly how we handle an inquiry received from any of our advertising:

First, we send the inquirer the form letter marked "A" and the introductory card marked "B." These are sent in a special envelope and separate from any literature. Under separate cover we send them two pieces of literature, (1) the "Story of the Chalmers Car," and (2) our regular catalogue, copies of which are being sent you. At the same time we fill out the attached cards: Card No. 1 is retained in our files. Cards Nos. 2 and 3 are sent to the dealer from whose territory the inquiry has come. After looking up the inquiry, the dealer re-

turns to us card No. 3, which replaces card No. 1 held in our files.

As far as we are concerned, this is the extent of our follow-up, except in the case of our bringing out a new model or producing some special piece of advertising which would be of interest to the prospective purchasers already on our list. Whenever our dealers make the sale of a car, they send us a card bearing the name and address of the purchaser. This card is always checked against the prospect list, and if we find the name among our prospects, that card is thrown out and the source of the inquiry is noted on the dealer's report card.

From this you will see that the major part of the follow-up rests with the dealer. We feel that this follow-up is a part of the dealer's business. He is the one who must finally sell the cars, and therefore we leave it to him to follow up inquiries, both with literature and with personal visits.

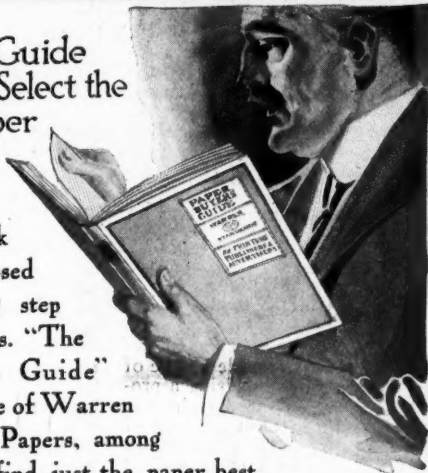
We frankly acknowledge that in the past there has, perhaps, been some deficiency among our dealers in this respect. We have conducted a consistent educational campaign among dealers to get them to follow up inquiries more closely. In many instances they have probably neglected to follow up inquiries vigorously either because of neglect on their part or because they knew that the person making the inquiry could not or would not buy a Chalmers car. It is very possible that in the present case the dealer was aware that the inquirer was determined to have a car with left-hand drive. But, in any case, you will understand from the foregoing that the lack of follow-up was not due to neglect on the part of the company, but simply because our system does not call for such solicitation.

We do not believe that the factory follow-up is as effective in the automobile business as in many other lines. Automobiles cannot be sold by mail. Any system of following up automobile prospects must be supplemented by personal solicitation to be effective. Therefore we do nothing

With this Guide You Cannot Select the Wrong Paper

The choice of the proper stock for your proposed booklet is a big step towards its success. "The Paper Buyer's Guide" shows the full line of Warren Standard Book Papers, among which you will find just the paper best suited to any high-grade booklet work you may plan.

In the section devoted to Cameo you will see the wonderfully effective results it is possible to obtain with



CAMEO PAPER

A Warren Standard

Its lustreless, velvety surface makes halftones appear like photogravures and gives to the all-type page an inviting legibility which is very effective. Cameo booklets look too good to throw away. Their appearance practically assures their being read.

Send for "The Paper Buyer's Guide"

at once and profit by the many valuable suggestions on color effects and typographical arrangement its pages contain. It also shows the other Warren Standard Papers and explains their uses. A copy will be sent free if you request it on your business stationery.

We have something of interest to publishers and printers of fine books

S. D. WARREN & CO.

163 Devonshire Street

Boston, Massachusetts

Manufacturers of the best in staple lines of coated and uncoated book papers

more with general inquiries than simply refer them to our dealers for further investigation. Should they turn out to be good prospects, they are retained on the dealer's list, and he, of course, follows them up with any literature which may be gotten out for this purpose, either by himself or by the company.

Overintensive Follow-Up Hurts Motor Business

By George H. Dougherty

Adv. Mgr., Michigan Motor Car Co.,
Kalamazoo, Mich.

REPLYING to your good letter regarding an article by one of your contributors, implying a protest against what he thought was a lack of attention on that part of our company, we have this to say:

In addition to a catalogue and letter which the contributor tells he received in response to his inquiry, his name was promptly forwarded to our local dealer in his vicinity. The prospective sale was then in the hands of that dealer, and he should have followed the inquiry up immediately.

The Michigan Motor Car Company, however, has upwards of one thousand connections, distributors, dealers, and subdealers. We are happy to say that the great majority of these are live, enterprising agents who will let no grass grow under their feet to get to every prospect at the earliest possible moment.

In an organization as large as this, you can appreciate some condition might exist which would let a prospect "die" before he was properly followed up.

We gather from your letter, particularly from the paragraph from your contributor's article, that he feels that we do not show sufficient consideration to his request. So far from taking this attitude, our whole sales organization is ready to make any effort and to spare no amount of time or trouble to close with every prospect.

However, we do not feel that it is necessary, nor even advisable, to handle our business with pros-

pects by the intensive methods of the mail-order business. The automobile is quite a different proposition. We assume that when a man is sufficiently interested to make inquiry for our catalogue, he is seriously considering the purchase of a car. In a case like the one referred to in your letter, such an interest would at least have led the inquirer to have gotten in touch with the dealer, either by letter or telephone.

We have not much faith in the intentions of the inquirer who takes this attitude: "There are a lot of motor-car manufacturers and they are in fierce competition. I have done one or more of these manufacturers a very great favor by inquiring for his catalogue. Now these fellows will fall all over themselves to make a sale, so I will now sit down and see what they will do."

Such a prospect expects them to come a-running and to fight for his order. We do not believe such methods commonly obtain, or will obtain, in the automobile business. It is on a more dignified plane. When you know that we have received nearly 25,000 requests for our catalogue in the last year, the large majority from people who were seriously contemplating the purchase of an automobile, you will see why it was unnecessary for us to engage in a football match to obtain the prospect. We could have sold our entire output twice over by mail.

At the same time, our files would prove to you that we will go to any lengths to answer any inquiry relative to the conditions which affect the writer personally. This is a matter of business courtesy which is a religion with us.

After an experience of many years in agency work and advertising management, the writer ventures the opinion that it is possible for a follow-up to be too intensive. In several excursions from the Office of Theory to the Field of Results, the writer has learned to his own satisfaction that prospects have been turned from a state of unsold passiveness to positive repugnance by a multitude of follow-up letters.

After all, the one end of an advertising campaign is to sell the goods. Anything else is beside the point. We are happy to report that our 1913 campaign over-sold our product in March, and that many of our dealers have come to the factory begging us to increase the output for this year. We are extremely regretful that your contributor feels that there has been a lack of attention really demanded by courtesy in his case, but, aside from this, what more can he ask? Our cars are sold. Advertising did all that even the most critical could ask of it.

Ask Dealers to Report on Each Prospect

By A. W. McCalmont

Adv. Mgr., Jackson Automobile Co.,
Jackson, Mich.

WE have read with a great deal of interest the comment of your correspondent concerning his experience with a Jackson dealer. We will have to admit

that in this case the Jackson dealer did not use very strenuous methods to sell the car. We presume that advertisers of all kinds of goods find an occasional retailer who is somewhat lax in pushing them.

So far as our own handling of inquiries is concerned, our system consists of a series of follow-up letters, which are sent to the prospect at intervals of about three weeks. We also ask the dealer, at stated times, for a report on each prospect.

We shall be interested to see the article which you are preparing. Thank you for calling it to our attention.

New Kentucky Daily

The Lexington Tribune, of Lexington, Ky., has made its appearance. It is a morning newspaper, and is published in the plant of the Transylvania Printing Company, officers of which are mainly interested in the new paper. The Lexington Tribune Company has been incorporated with \$5,000 capital stock by Thomas M. Owsley, C. E. Lambertson and W. H. Warren.

"Real Advertising Service"

is the title of a 32 page book in which are set forth the principles of Advertising Service as practiced in this agency. It explains in simple language what any advertiser has a right to expect, what constitutes Real Advertising Service and many other subjects usually given the "absent treatment" in books on advertising.

If you are looking for *genuine personal* service, we'll gladly mail you a complimentary copy. Ask for it on your business stationery. Edition limited.

THE MUMM-ROMER COMPANY

Magazine and Newspaper Advertising

318-22 Spahr Building

Columbus, Ohio

Steps in Street Car Advertising Development

Late Development Because of Control by Street Car Men—Did Not Flourish Until Advertising Men Took Hold—Future Development Along Lines of Attention to Service

By George L. Warren

"YOU have got a cinch," says the magazine man to the seller of street car advertising. "You don't have to provide any medium, because the street cars run anyway whether they carry any advertising or not. You don't have to go out and get circulation, because more people are riding on the cars all the time, and new electric railways are being opened in new territory every day. You don't have any editorial department to support, or any high-priced contributors to pay. You don't have to keep one finger on the pulse of public taste under the penalty of going broke if you count wrong. All you have got to do is to print some cards and stick them up in the cars."

"Maybe so," says the street car man. "But listen. I don't have to furnish any medium, but I do have to pay a very substantial chunk of money for the advertising rights. I don't have to get any circulation, as you do, but the more people the railroad carries the higher the price of the advertising rights. I don't have to support any editorial department, but I do have to support a service department which is the more expensive because of the peculiar nature of street car copy. I am not concerned with public taste to the extent you are, but I do have to maintain a force of employees to change the cards, keep track of schedules, etc., which is extremely expensive. You get your product distributed by the news company, while I have to distribute mine on my own account."

Street car advertising, as a purely advertising proposition, is very young. As a matter of fact it is only eight or nine years since

it passed into the control of advertising men. Up to that time it had been in the hands of street car men who, quite naturally, had little conception of what advertising was supposed to do, and who knew nothing about other methods of advertising. It is well within the memories of men who are still young, when the street car advertising man painted a "sign" for the local clothing store, varnished it for protection against dust and flies, and stuck it up to do duty until it fell to pieces or became illegible. It is only recent history when a bunch of dodgers depending from the strap-rail was the highest mark of car advertising.

But it pulled. Even the old advertisements containing letters marked out in aluminum balls strung on wires, which moved mysteriously as the car jolted along—even those pulled enough business to make it worth somebody's while to sell street car advertising service.

Practically all the business was local business, because it was not possible to cover any considerable territory without dealing with anywhere from six to fifty different individuals—one for each town or each railroad system. By and by some of these individuals got together so that it was possible to cover certain sections of states, or even whole states, through one concern. All the time, however, the promoters were street car men, not advertising men.

Meanwhile the advertising privileges got to mean more money to the railroads, and they began to build cars with the advertising in mind. Instead of compelling the advertiser to frame and display his card according as the car happened to be designed, they built cars which would display the cards to best advantage, and arranged the lights so the cards could be easily read at night. This produced a kind of uniformity in the cars of various cities, making it still easier to conduct a national campaign and use the same cards in different places.

Most important of all, of course, was the entrance of advertising men into the field—men who could

Boyce's Weeklies

ARE OLDER THAN

PRINTERS' INK

They celebrated their Silver Jubilee June 14, 1913. PRINTERS' INK is not usually slow, but it was this time—Boyce's beat it by over a month.

BOYCE'S WEEKLIES

have a habit of beating records. This is not the only instance where they "got there" ahead of a pretty good publication.

When it comes to advertising results they get ahead of all—they are just the very *best* advertising mediums for reaching the *farm and small town field*—and that, nobody will gainsay.

Twenty-five years is a pretty long time for a publication to keep on "making good." This fact carries with it its own endorsement and it is something advertisers should be guided by. When they are debating what mediums to use let them remember that The Blade and Ledger *MUST* be all right or advertisers wouldn't go on using them for a quarter of a century.

The fall season of 1913 is going to open early, and be steadily good in advertising. All signs point that way. Strong direct result advertisers are starting in Boyce's WEEKLIES the first issue in August and have scheduled right through to December.

Get in on the best thing in direct result and general publicity advertising to reach the 72 per cent of the population which resides outside of the big cities.

1,200,000 NOW GUARANTEED

W. D. BOYCE CO.

500 Dearborn Avenue, Chicago

Eastern Office, 212 Metropolitan Tower, New York City

NEW ENGLAND

DAILY NEWSPAPERS SELL THE GOODS

The local daily papers of New England are family papers; most of them have been read by the same families for generations.

In these local cities nearly every family has their favorite paper brought to them by carriers, the street sales being very small.

These local dailies are selling goods for the local merchants every day, and they can do so for every general advertiser in the country,



say:

"The man with the newspaper—you see him everywhere. He is interested and interesting.

"He has his favorite. So has his family. To be in these papers right is to be right in it."

Make your try-out in New England, which has all the advantages of advertising and selling and none of the disadvantages.

See that New England local dailies are on your fall list.

Ten dailies that will make a profit for you:

<i>Meriden, Ct., Record</i>	<i>Worcester, Mass., Gazette</i>
<i>Burlington, Vt., Free Press</i>	<i>Springfield, Mass., Union</i>
<i>New Haven Register</i>	<i>Salem, Mass., News</i>
<i>Waterbury, Ct., Republican</i>	<i>New Bedford</i> <small>Standard and Mercury</small>
<i>Portland, Me., Express</i>	<i>Lynn, Mass., Item</i>

appreciate the importance of national advertising to the street railroads on the one hand, and the importance of street car advertising to advertisers, in its relationship with other mediums.

Barron G. Collier and Artemas Ward are the kind of men who have really developed street car advertising as a merchandising proposition.

Nobody knows, of course, what the future development of the medium is going to be, but it is thoroughly standardized to-day, and any innovation will have to prove its merits pretty conclusively. There have been all sorts of mechanical devices brought out, some of which were destined to "revolutionize the business," according to the promoters. There have been devices for mounting cards on endless belts and revolving them slowly, thus doubling the capacity of each car. There have been clocks and annunciators almost without number, all designed to display changing ads in addition to their ostensible purpose. Street car men do not look upon anything of the kind with favor, because the cost of keeping up schedules is so high now that any additional machinery to handle would be burdensome in the extreme.

Under present conditions, and under any conditions which seem likely to arise, it is necessary that the cards be uniform in size, that they be displayed in the same way everywhere, and that the methods of handling them be uniform. If schedules are to be laid out in a central office, covering eight changes in twenty cities, for example, it is necessary to know just exactly what is going to happen in each city on the list.

Street car copy has developed from the hand-painted sign designed to suit the artistic taste of the painter without regard to any other consideration, to the highly specialized work of the advertising artist coupled with the knowledge of the trained merchandising man. Without doubt most of the immediate development will come in the department of copy, and be of service to advertisers.

The Evening Gazette

is the kind of a paper you will be glad to have your advertisement in—a clean, respectable newspaper that has won its way by giving all the news quickly and as accurately as is possible without prejudice or coloring to suit any interests. In

Worcester Mass.

the EVENING GAZETTE is the one best advertising medium. More than 20,000 evening circulation confined to Worcester and immediate towns, its power in local advertising is tremendous—and just so will it be in YOUR advertising!

JULIUS MATHEWS, Representative.

Would You Count this Space "WASTE"?

Our Fabrics are staple as sugar or nails. Everybody uses them. Made in several grades. Not easy to advertise.

How many Dealers reading "P. I." are interested in "Quality Window Shades"?

Write us first thing to-morrow

Andrew McLean Co.
NEW YORK

Shade Cloth Department
114-116 East 13th Street

Wanted—a job

A seasoned advertising and sales manager now employed by a million dollar manufacturing corporation doing a big domestic and export business, is anxious to connect, now or later, with a progressive concern which can use a man of his experience and calibre, and which can offer something bigger and better than that which he now has. Advertiser is thirty-three years old, married, college trained, absolutely temperate and has had about ten years all-round advertising experience. Writes copy for advertisements, technical matter for the trade, educational catalogues and booklets for the consumer, successful sales and follow-up letters etc; plans and executes all his own sales campaigns; has had both mail order and manufacturing experience; thoroughly familiar with both the domestic and the foreign markets; has developed thousands of dollars' worth of business in both; has an intimate knowledge of printing and engraving (spent three years in one of the largest printing and engraving plants in America); knows how to build attractive literature and buy it economically.

This seasoned campaigner is a hard worker, practical, and a business-getter. He is now receiving \$3,000.00 a year and seeks a change only that he may continue his own little march of progress. Will go anywhere. Address

"C. J.," care Printers' Ink

2,492 PAID Subscriptions

Full Price, No Premium Inducement

That's what makes

THE Eastern Dealer

In Implements and Vehicles

A Good Advertising Medium

Circulation confined to implement and vehicle dealers in the East and South. Many handle hardware, more could be induced to add lines. Circulation by states furnished.

GRANT WRIGHT

President and Editor

1017 Drexel Building, Philadelphia, Pa.

What the Outdoor Interests Are Trying to Do

How the Members of the Poster Association Are Heeding the Demands for Better Service to Advertisers—Classification Plans

By George W. Kleiser

Of Foster & Kleiser, Portland, Ore.

A FEW years ago no particular attention was being given by those who controlled the "boards" to the matter of service, and it has only been since the adoption of the classification plan that the rapid strides along these lines have been made. At first the plants were divided into classes A, B and C, based upon the quality of service rendered. Now another class has been added, that of AA, signifying the highest point of perfection in poster advertising.

It is the aim of the Poster Advertising Association that within a short time it will be able to offer a uniform standard of service in every city. This service will consist of spaces eleven feet high and twenty-five feet long, making a picture frame to surround the posters. The posters will be placed in the center of this frame and a white border extend all around the poster, so as to set it off and give it individuality from the adjoining poster. The molded frame will be painted of a distinctive color so as to make a poster advertising structure really a true and artistic structure, serving a useful purpose, and eliminating all possible objections from an artistic or æsthetic standpoint.

Such poster structures are to be seen throughout the larger cities of the country now, and this noticeable improvement marks only the beginning of an extended campaign which is being conducted by the Poster Advertising Association to secure the construction and adoption of these standard methods in every city, town, and hamlet.

It is also the intention of the association that there shall be displayed at railroad stations advertising structures of this character, in that way enabling the poster ad-

vertiser to secure a universal circulation reaching not only the local population but the traveling public.

Service, truth, and honesty in advertising are the things which make for success, and it is the earnest desire of all members of the Poster Advertising Association that it shall rank with those at the head in these qualifications.

Recent Advertising Decisions

Is the Ultimate Consumer Deceived?

—The fact that goods made in imitation of another manufacturer's do not deceive the immediate purchaser—as, for example, a dealer—does not save the imitator from action on the charge of unfair competition, if the ultimate customer, the real consumer, is deceived. (Coca-Cola Co. vs. Gay-Ola Co., 200 F. 720, U. S. C. C. A.)

In the same case it is set down as a principle that goods looking like another's might be sold without liability on the charge of unfair competition, if good faith were used, but where such similarity is coupled with evident intent to deceive, the charge of unfair competition may be sustained.

Lock City Too Much Like Lockport.

—A concern doing business under the name of the Lockport Canning Company had been in existence some time, when another concern began business under the name of "Lock City Canning Company." Held that the latter name is likely to mislead buyers, and it is therefore enjoined. (Lockport Canning Co. vs. Pusateri, 139 N. Y. Sup. 640.)

Delayed Complaints Are Dangerous.

—It is set forth in *New Blue Grass Canning Co. vs. Dougan & Hollis* (162 S. W. Ky. 566) that whereas defendant received and paid for part of goods without complaint, he was not entitled to decline to receive and pay for the balance of the kind and quality of goods contracted for.

"Will Try" Does Not Bind to the Exact Day.—The buyer said that he wanted the belt by a certain day, and the seller replied that he would try to deliver it on that day. Delivery was, however, a day late. The court holds in this case (*Morse vs. Canaswacta Knitting Co.*, 139 N. Y. Sup. 634) that the delivery was within a "reasonable" time after the giving of the order and that the day's delay did not give purchaser the right of rescission.

Billboard Goes with Sale of Land.

—Under the general rule that whatever is affixed to land is presumed to be a part of it, a billboard will be construed as part of the freehold and pass with the alienation of the land unless otherwise stipulated. (*Cochrane vs. McDermott Adv. Agency*, 60 So. 421, Ala. App.)

Fragmentary Statements Not Infringements.—A booklet entitled "Opera Stories" was made up of fragmentary statements of the stories and characters of operas, taken from descriptions other than the librettos. Such a production, it is held, does not infringe the copy-

The A. A. A. in NEW HAVEN, CT.

According to the Examination
and Report of the Association
of American Advertisers on
New Haven, made in
March,

THE DAILY REGISTER

had practically twice as much
paid circulation as any other
New Haven 2c paper,

THE SUNDAY REGISTER

had practically twice as much
paid circulation as any other
New Haven Sunday 5c paper.

Also **THE REGISTER** had
a larger net circulation than
any 1c New Haven paper.

AS TO HOME CIRCULATION,—THE REGISTER'S sales through dealers are practically all immediately turned over to agents with their own private routes and are just as much home circulation as if delivered into the home by the paper itself. Practically all of **THE REGISTER'S** circulation is home circulation and represents papers **DELIVERED TO** or **CARRIED TO** the home and not papers hastily glanced at in the morning at the breakfast table, in many cases without the woman of the family even seeing them and **CARRIED OUT** of the home and left in the office.

These are the reasons why Register advertising has brought and will bring results where other advertising often does not receive a single response and at best does not begin to reach the real purchasing power of New Haven, Connecticut's largest city.



ROCHESTER, NEW YORK

YOU can reach 12,000 good law offices through the pages of "Case and Comment," the Lawyer's National Magazine.

Good inside positions now open and third and fourth covers in two colors at \$46 and \$60 respectively.

September forms close August 10th.

**THE STANDARD
MAGAZINE
FOR LAWYERS.**

NINETEEN YEARS IN THE FIELD



SOME very good advertising is being done on Bathroom equipment—successful advertising because it's good all through—product, plan, copy, media—and typography. Our share—we speak not boastfully, but in pride of our work—is the typography. We set the ads of sixty-eight big advertising accounts—is yours among them?

C. E. RUCKSTUHL, Inc.
THE WILLIAMS PRINTERY
27 East 31st St., New York
Telephone, 2693 Madison Square

right, even though the right was reserved by the owners of the libretto to publish any other versions of the original copyrighted material. (G. Ricordi & Co. vs. Mason, 201 F. 184, U. S. D. C.)

Must Allow for Salesman's Praise.—“An experienced merchant, familiar with the exaggerated praise that salesmen are in the habit of indulging in in their efforts to sell goods” must take account of this, says the Court in Crawford & Gatlin vs. M. Livingston & Co. (154 S. W. 407). It was held in the decision that there was not sufficient ground for rescission because the fruit jars purchased did not come up fully to the salesman's “extravagant commendations.” *Caveat emptor!*

Doctor's Sign Not Advertising.—An osteopath who had obtained a degree of Doctor of Osteopathy displayed a sign outside her office with the wording, “Dr. J. J. Chase, Osteopathic Physician.” The Court holds that she did not violate the New Hampshire statute with reference to advertising in such a way as to convey the impression that she is a legal practitioner of medicine. (State vs. Chase, N. H. 86 A. 144.)

Packers Rather Than Food Retailers Liable.—Those who pack goods that are expressly guaranteed under the Pure Food Act are liable in case their goods cause damage when eaten; and dealers, hotel-keepers, etc., are not liable for damages from such goods, though the food may prove poisonous. (Trafton vs. Davis, 86 A. 179.)

Agreements Not to Engage in Business May Not Be in Restraint of Trade.—If an agreement by a seller of a business not to again engage in it be reasonably certain and definite as to time and location, such, for example, as an agreement not to do business in a certain city, such agreements are excepted from the provisions as to contracts in restraint of trade. (Weickgenant vs. Eccles, 140 N. W. 513.)

Ten Weeks Not “As Soon as Possible.”—Inasmuch as it is shown that ten weeks is the usual time, in the ordinary course of business, for building and shipping a cash register, an order for a shipment “as soon as possible” was not complied with when ten weeks were taken by the manufacturer. (National Cash Register Co. vs. McCann, 140 N. Y. S. 916.)

Don't Wait Six Weeks Before Repudiating a Sale.—In Sterling Silverware Mfg. Co. vs. Worrel (154 S. W. 866, Mo. Appeals) it is held that a delay of six weeks by the buyer of silverware in repudiating the sale on the ground that goods were not up to sample was out of reason and that plaintiff was entitled to recover price and interest.

To Protect Yourself, Tender Performance at Time Stated in Contract.—Though a buyer may repudiate a contract of sale before the arrival of the time stated in agreement, that does not constitute a breach, if the seller does not acquiesce, and the seller is bound to tender a performance at the time of delivery. (Home Pattern Co. vs. W. W. Mertz Co., 86 A. 19, Conn.)

Acceptance Must Be Unconditional and Within a Reasonable Time.—If a proposal is made by letter or telegram, he who receives it must, in order to make the contract binding, accept unconditionally and within a reasonable time. (*Houston & B. V. R. Co. vs. Jos. Joseph & Bros. Co., 152 S. W. 394.*)

What Is a General Manager?—In *Manross vs. Uncle Sam Oil Co. (128 P. 385)* a "general manager" is defined as one who has general control over the affairs of a concern, who has knowledge of all its business and property, and who has authority to act in emergencies on his own responsibility.

Good Will Doesn't Include Debts.—In the case of *Mooney vs. O. P. Mooney Co. (128 P. 225)* it is held that where a corporation bought the business, merchandise and good will of an individual, liability for the debts of the individual was not incurred.

Up to the Seller to Know.—In *Beck vs. Goar (100 N. E. 1)* it is held that the seller's misrepresentations as to the condition and value of property for a certain business, made while in a position to know the facts, or stated as true without actually knowing them to be such, were more than mere expressions of opinion—were representations that the buyer could not verify except at great difficulty, and that such representations made the seller liable.

General Statement About Assets Leads to Trouble.—The principal owner of a business is presumed to know the exact facts as to its assets. Therefore, in selling stock in the corporation to a salesman employed by the concern, a statement as to the net assets was properly construed as a statement of fact and not of opinion. (*Hubbard vs. Oliver, 139 N. W. 77.*)

Cannot Tax Trading Stamps Unreasonably.—In *Sperry & Hutchinson vs. the City of Owensboro (151 S. W. 932)* the principle is laid down that though the business of furnishing trading stamps is radically different from the business of an ordinary merchant, the enterprise is nevertheless one on which a license tax may be imposed; but the police power may not be exercised in unreasonable taxing; that a tax of \$300 a year is void because unreasonable, oppressive and prohibitory.

False Statements Ground for Rescission.—The evidence in *White Sewing Machine Co. vs. Bullock (76 S. E. 634)* was to the effect that the agent for the machine company falsely stated to the buyer that a competitor in the locality had but three machines on hand and would cease to handle the machine. Thereupon defendant gave a large order. Though the buyer did not investigate the truth of the representations, the verdict was that the statements did not constitute a mere promissory warranty, but gave ground for rescission of the contract.

The Newitt Advertising Company, of Los Angeles, has opened offices in the Chronicle Building, San Francisco.

"LIKE A BLANKET!"

The one great daily that covers its city in MAINE "like a blanket" is the

Portland Evening Express

It is the only evening paper in this prosperous city. It sells for two cents. Yet a canvass shows that practically 90 per cent of the families in the city read the Express.

The circulation of the Express is rising 20,000 gross, and its rates make it desirable for every advertiser to use it.

Portland is a city where business is always good, winter and summer, hence a very desirable place to try out your plans.

JULIUS MATHEWS, *Representative.*

Ameryka Echo

Toledo, Ohio

The largest Polish Weekly in the world, with a weekly average circulation of

163,010

The only Polish paper that reaches every Polish settlement in the United States.

Forms close one week in advance. 16 to 32 pages:—7 columns, length of columns 21 inches, width 12 ems pica wide or 2 inches.

ADVERTISING RATES.

Display \$3.00 per inch.

Reading notices:—One line nonpareil or its space 30 cents.

Classified:—3 cents per word.

Write for further particulars Circulation by States, etc., to

Ameryka Echo

1140-1156 Nebraska Ave., Toledo, Ohio,

or

CHICAGO ADVERTISING OFFICE

1836 So. Ashland Ave., Chicago, Ill.

Phone Canal 1648

Humor in Advertising Copy

By Thomas L. Masson

Managing Editor of *Life*, New York

[EDITORIAL NOTE:—Humorous writing responds to the same tests, whether in the reading or advertising sections. The editor of a humorous journal is therefore in the position of an expert judge, as regard advertisements designed to provoke a smile or a laugh. Having the task of selecting contributions from a great mass week after week, he must necessarily develop certain standards which will govern his choice.]

How does much of the alleged humorous advertising copy "measure up" to these editorial standards? What is the view-point that must govern the writing of copy that will cause the public to chuckle?

In the following entertaining and instructive article, Mr. Masson delivers himself of some pertinent remarks.]

THE least uninteresting part of a large proportion of our periodicals is the advertisements which appear in them. And the least uninteresting part of the advertisements, as a rule, are those which do not attempt to be humorous.

The art of writing humorous advertisements—or of introducing humor into advertisements otherwise calculated to entertain and instruct—is not at all understood by the majority of advertisement writers who attempt it. They apparently believe that to write these advertisements it is necessary to make a desperate effort to be humorous; whereas it is necessary only to be truthful. You must, of course, be truthful in exactly the right manner. That is where the difficulty lies.

Humor is often an attitude of the mind. Wit defines; but humor leaves almost everything to the imagination. Humor differs from satire in this respect; that satire tells what everybody knows might be true under certain conditions and exaggerates those conditions in order to bring out their absurdity. Humor indicates the truth and lets it go at that.

Humor is merely sympathy with a slight slant.

Of the three, Wit, Humor, Satire, Humor is the nearest to being the gentleman.

Mere cleverness must never be mistaken for humor. Cleverness

oftentimes cuts. Humor invites.

Generally speaking, it is extremely unsafe for a writer of advertisements to attempt to introduce humor into them. It requires the most delicate perceptions—a nice sense of literary values—a skill in the mere sound of words, and a peculiar kind of vision which sees beneath the material surfaces of things and comes into active sympathy with permanent human qualities. The "Bad Examples" which appear with this article, illustrating attempts to introduce incongruous humorous ideas into advertisements, are cases in point.

Take the first, entitled "Saving Time." It makes one, to quote from Bryant, "shudder and grow sick at heart" to look at it. Aside from wretched and complicated drawing, mechanics and humor do not go together. Humor deals with the invisible. It is almost invariably an atmosphere, which the quality in a single word may have the power to reproduce in the reader. This word, like a piano note, may call up certain vibrations to which your sense of humor immediately and truly responds—you can't always tell why. Unsuccessful attempts at humor, such, for example, as the Durkee advertisement reproduced from the *Century Magazine*, are, usually distinguished by one characteristic—they are complicated. Think of how badly cheated the spectator must feel, first to study all these unimaginative, wooden, unappealing figures, only to be rewarded by the horrible text underneath, with its raw application.

In order to explain more clearly why these are all so bad—entirely aside from their complications—let me briefly analyze them. There is a prevailing and quite constant tendency on the part of all human beings to propagate mannerisms. It is what is termed in a slightly different sense, getting into a rut. We are creatures

Straight Talks to Advertisers

by
A.C. Pearson
MANAGER
Dry Goods Economist

No. 4 of a Series

The Test of Time

MANUFACTURERS and wholesalers who long ago learned to use the Economist as a powerful sales-creating force, are today the most successful houses in their respective lines.

The Economist is sixty-seven years young, but let us look back but twenty-five years and we find the following firms represented in its advertising pages:

BLISS, FABYAN & Co.
JOHN S. BROWN & SONS
FRED BUTTERFIELD & Co.
H. B. CLAFLIN Co.
JOHN & JAMES DOBSON
HARTFORD CARPET Co.
IPSWICH HOSIERY MILLS
LAWRENCE & Co.

ANDREW McLEAN Co.
PACIFIC MILLS
PASSAVANT & Co.
B. PRIESTLEY & Co.
SMITH, HOGG & Co.
RENFREW MFG. Co.

Every one of these firms is a current advertiser in the Economist—most of them have used it continuously for over a quarter of a century, some of them for forty years, to carry their merchandise messages to the retail trade.

The test of time has been applied by each of these firms, and the fact that they still invest money in Economist advertising space proves one important point—it pays them.

Dry Goods Economist

231 West 39th Street
NEW YORK

In Its 67th Year

The national authority on matters concerning dry goods and department stores. Issued weekly. Average circulation past year, 12,162 copies per week.

Forms close Wednesday.
Type page 9x13.

of habit. A mannerism is not only a gesture but it is a particular trait which has attached itself to us as a kind of appendage, and by which we become individualized. It is natural, of course, that this should be so because all human beings move along the lines of least resistance—they fall back constantly upon their inertia. To lay stress upon these mannerisms or habits or conventionalities—call them what you will—in an attempt to get what is termed "a laugh," is the cheapest, vilest kind of alleged humor. We see it perfectly illustrated in the "Baltimore" advertisement.

WHY SOME "HUMOR" ISN'T HUMOROUS

Still another fault in the attempt to be humorous in advertisements is to assume that certain people—the heroes and heroines of the advertisement—are astonishingly gratified or saved by some unexpected indulgence in the product advertised. This is doubly distressing because the reader not only has to read an atrocious attempt at humor, but he is deprived of what he justly feels (considering all the time and money spent on the advertisement) ought to be a good joke,

Saving Time.

That's our business as manufacturers of the Fahys Monarch Gold Filled Watch Cases. We save a delicate watch movement from death in an ill-fitting, flimsy case whether of gold or other metal. Monarch cases are guaranteed equal in appearance to solid 14 karat gold. More durable, better protection and to wear 25 years, and at 1/3 the cost of solid gold. For sale by all jewelers. Don't take a substitute, be sure and find this trademark and name.

Fahys Sent for free pamphlet "From A to Z of a Watch Case."

Joseph Fahys & Co.
New York City.
Incorporated 1892



ILLUSTRATING THE DISTINCTION BETWEEN RIDICULOUS AND HUMOROUS

or at least something that will put him in good humor, or make him respond in some way to a sense of intellectual pleasure.

Whether it is possible to introduce humor into an advertisement depends greatly on the article advertised. Elbert Hubbard tried to write humorous advertisements about the Equitable Life Assur-

ance Society: that is, he suggested an atmosphere of slang and smartness that was entirely incongruous, not to say vulgar; not that he meant to be vulgar, but because he doubtless tried harder than ever to avoid it in this instance, he succeeded much less than in other instances; this being along with the principle that when you are unaccomplished and too anxious, your result is crippled in proportion to your lack of technique.

You don't need to be funny about an insurance company when you are trying to induce people to lend it their money. Mr. Hubbard only made a probably honest effort to get away from the old commonplace belief that all institutions which deal with people's money should be advertised soberly, solidly, respectfully. And that is, I suppose, true. It would not be proper to put into an advertisement of the Equitable Life that remark of Peter Dunne's about one of its former presidents, that if he knew much more, he would be half-witted.

It seems to be evident, therefore, that some care is necessary to create an atmosphere which shall display your idea to the best advantage without jarring upon the sensibilities of your readers.

The real art of advertising consists in not taking thought for the morrow. It is based on the "joy of the working," on a primal instinct, to which you have been born, and to which you give those qualities of mind which you possess. Every coquette has it. Eve knew how to advertise the apple. If she hadn't, we could see real scenery to-day when we travel.

HE LIKES PORTRAITS

I have always liked those gentlemen who accompany their advertisements with their own portraits. Mr. Beeman's portrait of himself was not only the best kind of advertising, but the best kind of art. Doubtless, with correct instincts realizing his own literary deficiencies, he perhaps unconsciously said: "Here's my personality." With personality and repetition nothing is impos-

sible in advertising. Adam fell to it.

Is it not true that the same qualities which are used to produce literature must be used to produce good advertising? For example, the products which advertising men write about may be purely material things, but they are precisely the same as ideas, so far as the art of exploiting them is concerned. It requires a delicate skill to introduce them to your readers. That is all it is your business to do. When you attempt more than this you do too much. That explains why the most successful advertising has often consisted in the repetition of a mere word or phrase which in time comes to be thoroughly wedded to the article advertised. Unless there are people who want your product, it would be useless to attempt telling them too much about it. You call attention to it. They do the rest. Competition? Certainly. But that is out of your province as an ad writer. For you, competition doesn't exist. The article you advertise must be

able to take care of itself there. It must have merit, otherwise there is no sense in advertising it at all. A pretty girl sitting on a hotel piazza doesn't put a label on herself: "I'm 99 per cent O. K. under the Pure Food Act of 1905," or "Try me first," or "I have no competition." She is in reality her own best advertisement; and she doesn't waste time in announcements, but upon her appearance. That she has spent time over, down to the last detail—if she knows her business. It is this that tells in an advertisement, just as it does in girls and literature. But if this girl should make any statement at all, assuming for the moment that some explanation should go with her, what would be a proper label? It might be "I'm the girl you will eventually kiss." That is good advertising because it is interesting, asks no favors, coerces nobody, but makes a statement of what is confidently assumed will be a fact.

THE BASIS OF HUMOR

Admitting this, is there nothing

JOHN LANE COMPANY

take pleasure in announcing the appointment of

Walter C. Kimball, Inc.

as

Western Advertising Managers

of

The International Studio

succeeding

S. OTIS RALSTON

whose resignation was accepted with regret

RALPH W. CAREY, Advertising Manager

HOME OFFICE

116-120 West 32nd Street
NEW YORK

WESTERN OFFICE

110 South Dearborn Street
CHICAGO

within the precincts of this high art which is permissible to the writer except bare statements? Certainly. There are two things. One is literary excellence, a something that considered alone on its merits, will pass the standards of literary art. The other is humor. Both are founded on personality. I shall dismiss literary excellence merely by saying that it is subject to the same rules which apply to literary art. It must be interesting.

I read advertisements in precisely the same spirit of quest and adventure that I might read short stories, if I hadn't been fooled by

lief in the product; but a jumbled advertisement shows a mean spirit, as if the advertiser were afraid he was not going to get his money back. Why should he care about this anyway? Nothing in my opinion is more exasperating than the infantile attitude of the man who expects to get his money back. Occasionally I hear men speak of that horrible commercial orgy referred to complacently as "an advertising campaign." That is an immense mistake and really unbusinesslike, if you will, to the last degree. They tell me that advertising has been reduced to a science and that you can calculate the amount of lost power in a given quantity of it. What a disaster if such a thing ever came to be completely true!

AD WRITING AND TROUT FISHING

The business of writing advertisements, as I conceive it, is like trout fishing. It consists mainly in learning how to put the fly on the water; above all things not to concern yourself about the trout. The great mistake made by most

men is that they are so anxious to sell their product—so anxious to "get their money back" that they don't realize that this is purely incidental to the main art of knowing how to present your product. Of course you will get your money back! You can't force an issue, any more than force a trout to hook himself. The people who buy are precisely like trout. They don't always bite. If you are a true fisherman you don't care much. Your joy comes from placing a fly. You know positively that as your art is perfect, the possibility of letting any trout get away has already been reduced to a minimum.

In short, assuming that you know your art, and that your article has merit, the result must follow as the night the day. The appearance of an advertisement,



"Say, Governor, we seem to be in the swim. Those Swells on the couch are using *Durkee's Salad Dressing* too. You find it everywhere; I saw a soldier in camp the other day using it on pork and beans."

Send for FREE booklet on *Wigwags, How to Write and What There's in It for You*, giving many valuable and novel recipes for Salads, Sandwiches, Soups, Luncheon Dishes, etc. Sample free.

E. R. DURKEE & CO., 135 Water Street, New York.

AN ELABORATE "JOKE" THAT NEEDS A CARD-INDEX

the short stories so often that I don't read them any more. I demand in an advertisement that it shall not be crude or lacking in that distinction which comes from experience and long technical training. I don't care a hang up to this point about the merits of the article advertised. If the advertisement screams about these things, I throw it down in disgust. If its sum and substance are simply a crude insistence that I buy the article, I pass it furiously by; sometimes, of course, if I really want the article, I will take down the address, in spite of what the writer says about it. That is where, indeed, he may succeed in spite of himself. If the space taken is jammed full of type and insults my intelligence, I feel worse still. The advertisement may reveal a crude but honest be-

"Why Not Tokyo Bond?"

—Asks the Wide-Awake Customer



HY can't I have aristocratic *bond paper* booklets, catalogs, letter-heads, etc., with halftones in black or colors—by using this fine, new, bankish Tokyo Bond?"

He can—and this quick-witted man can *save postage*—have *tougher leaves* in his catalog—have *closest registration*—no spreading of rules, no warping or buckling into wrinkles, kinks, edge creases, or V-shaped ripples.

The reason *why* Tokyo Bond runs through high speed presses in full sized sheets without hitch or delay?

It's because Tokyo Bond is *dead flat*—minus invisible puffs and waves which a fast running press can turn into trouble-making creases. For Tokyo Bond, instead of being ironed to *look flat* and seem flat, is actually *built flat*—all the way from Fourdrinier to finishing rolls.

Expensive? No! Tokyo Bond is medium priced enough for carload runs. You can use a weight that is only *half* that of regular catalog or booklet paper.

SEND FOR THIS BOOK

"The Discovery of Tokyo Bond"—printed throughout in *colored halftones* on Tokyo Bond by Offset Press. Show it to your customers. Read it for your own education on beautiful effects now made possible with cockly-surfaced bond paper. Write also for particulars whereby you can *test Tokyo Bond at our expense*. Send today.

CROCKER-McELWAIN CO., 126 CABOT ST., HOLYOKE, MASS.

TOKYO BOND

LOOK FOR THIS  WATER MARK

Send me your
daily newspaper
for ten days.
Maybe I can
improve your
financial ad-
vertisement.

NATHANIEL FERGUSON

Financial

Advertising Specialist

Reading, IN BEAUTIFUL
BERKS, Pa.

The readers of any periodical are interested in its advertising pages in direct proportion to the appeal of its editorial policy. This is an established fact.

The editorial policy of

PHYSICAL CULTURE

has for its purpose the saving of human life. It accomplishes this purpose by pointing out the direct road to health and strength.

Can you imagine a stronger, more forceful editorial appeal or one that will bring a magazine into greater intimacy with its readers?

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

July, 1913, Gains 1,141
Lines Over Best Previous
July Number

its literary quality, its freedom from slang and commonness, and the personality at its base; these constitute the necessities of the art. They are not acquired in correspondence schools. Most young men never acquire them, because, in addition to their lack of peculiar fitness, they have not had disadvantages enough. Their way has been made too easy for them by too much instruction in mannerisms and traditions.

All literature is advertising. This article is the advertisement of an idea; all literature, good or bad, is the same thing. A man gets what he thinks is something worth expressing and proceeds to advertise it by writing about it. His object may be purely commercial. He has a set of ideas which he believes will sell if presented in the right form. He puts them, say, into a novel because he has confidence in their value to the public. If he knows how to write them up, has the basic elements of a good "ad" writer, he succeeds just as a man does who is an exploiter of automobiles, or brooms, or toothpicks.

HOMER AND MODERN VIRTUES

Homer advertised the Trojan War. If he hadn't done this supremely well, there would be no Troy laundries to-day. He advertised other elements—Courage, Anger, Domesticity, and Prize Fighting. All of these concomitants to a progressive civilization were started by Homer. But Homer didn't try to force them on anybody. He didn't say "You must take my brand of Hellenic Virtue; is is the best; none can compare with it." He was a much better ad writer than that. All he did was to make the subject interesting. That is the whole secret of advertising, just as it is of tribal lays, of which Kipling says:

"There are nine and twenty ways of writing tribal lays, and every single one of them is right."

Homer was intensely unreliable in spots. His wooden horse belonged in the same category with that animal of P. T. Barnum's who, when Barnum wanted to dis-

pose of a crowd at his circus, he put up a sign over the door: "This way to the Egress."

But both Homer and Barnum (or Barnum and Homer) were basically truthful. They dealt in permanent human traits.

And so the art of being humorous, whether in advertisements or in literature—for it's all the same—is to be unreliable when necessary, exact, truthful and always in sympathy with your subject. Take Simeon Ford's letter about an elephant, of which I am reminded by reference to Barnum. This elephant, belonging to Barnum, had strayed from the winter quarters over to Mr. Ford's back yard. Mr. Ford wrote to Mr. Barnum that "He is fond of basking on the front lawn with my children, to whom he has greatly endeared himself. . . . He is a large but not fastidious eater. . . . And once he leaned against our woodshed."

All this was perfectly true. Yet it is humorous because of a certain indefinable atmosphere, due to the environment, and Mr. Ford's personality and his vocabulary. For personality—always the basis of art—is what counts in advertising more than all else. It is the necessary element. You can only acquire it by getting technique in all the processes of life. To be a good ad writer a man should be married as many times as necessary, but he should not overdo it. He should have as many children as is permissible for any respectable ad writer (if there be any such), and he should do all of the other things which human beings do.

But all this will avail him naught unless he acquires the habit of constantly editing himself. Most ad writers start by editing copy when they should begin by editing themselves. Constantly I see advertisements written by men who do not grasp the Big Art of their job—whose main purpose it is to attempt to persuade people to buy their product. They do not understand that this is never the business of a writer of advertisements. Did you ever have a friend bring another man up to you, and grab-

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

The New Orleans Times-Democrat

(Morning Daily and Sunday)

GAINED 295,457

Lines of paid advertising during the first six months of 1918, over same period of last year, which is far greater than its nearest competitor, while the other two showed heavy losses.

Mr. Advertiser—

The Times-Democrat goes to the best and most prosperous classes of people in New Orleans and vicinity—the people who have the money to buy your goods. It is by far the greatest result producer in its field.

Advertising in the Times-Democrat Pays.

FOREIGN REPRESENTATIVES:

Cone, Lorenzen & Woodman, New York, Detroit, Chicago, Kansas City and Atlanta.

bing you by the arm say: "This is Jones. I want you to know Jones. You must know him. You've got to know him! Jones is necessary to you. Don't see how you've gotten along without Jones so long." And how, pray, did you feel about Jones? As if you never wanted to see him again. From

BALLOU THE BOOSTER, KNOWN TO PAINT MEN ALL OVER THE LAND

Burling Worcester Man Who Starts at the Bottom is Now Famous
Throughout the United States Though Not 40 Years Old, an
Enthusiast in Business, Automobiles, Hunting and Fishing



A TYPICAL SPECIMEN OF "HUMOR" IN
SOME TRADE JOURNALS

that moment don't you hate the sight of him?

THE VIEW-POINT OF "LIFE'S" ADS

As for the positive side of humor, the same rules apply to the making of advertisements that apply to literature in general; with, however, the proviso that I have indicated, namely, that your subject must lend itself to a humorous application.

When I began writing advertisements about *Life*, which appeared in *Life* and the advertising columns of other periodicals, I knew nothing at all about the conventional part of the profession of making advertisements, and cared much less. But I wished to demonstrate for myself some of the principles I have indicated, the main one being that it is never

necessary to praise an article, in order to advertise it. My sole idea was to write something about *Life* each week because I was interested in it as an idea; and inasmuch as an advertising page was obviously the only appropriate place to be so personal, I began there.

By and by the business department stepped in and requested me to invite people to subscribe and a set coupon was prepared for this purpose. I rather resented this coupon and said so in the page. I said it was none of my doings, which was quite true, and that I did not particularly approve of it but accepted it as a commercial necessity.

One of the most successful advertisements I wrote was one announcing that the next issue would be dull and advising people not to buy it. It was successful because I felt that it was true. I simply said what I thought. With rare exceptions the paper was never praised in anything but an

**DO YOU WEAR
PANTS**

**ONLY A
POSTAL CARD**

of 20 samples of cloth, from which we
CUT TO ORDER THE FAMOUS
Plymouth Rock \$3 Pants
and Full Suits at \$13.35.
Fuller particulars and GUARANTEED
self-measurement blanks enclosed.
Plymouth Rock Pants Co.,
18 Summer Street, Boston;
330 Broadway, New York;
Burnside Bldg., Worcester, Mass.

Send to our Boston store,
with your name, and the
value of THIS PAPER on
it, will bring in your
hand free, a
package

**DO YOU WEAR
PANTS**

PUTTING THE DIRECT QUESTION IN 1888

exaggerated and obviously satirical manner.

It would be indeed superfluous to go into this further, except to point out that in the numerous things published about *Life* the mannerism idea, as I have en-

deavored to define it, was avoided. The rules are indeed quite simple so far as a standard of humor is concerned. First, the utmost simplicity; second, the quality of human truth underneath; third, brevity; fourth, white space; fifth, exactly the right word in the right place; sixth, no urging.

It is quite true that I reiterated the phrase "Obey that Impulse" which seemingly urges people to subscribe to *Life*, but it will be admitted, I think, that it is only because it has a larger meaning than this and applies to a great variety of human emotions, that it is effective in the apparently incidental but none the less commercially important way in which it is used.

"How Many Advertisers?"

W. W. KIMBALL Co.

CHICAGO, July 5, 1913.

Editor of PRINTERS' INK:

Can you inform me of the number, or approximate number, of national advertisers in this country?

How many of a semi-national nature; i. e., covering certain states or certain sections of the country?

What, in your opinion, is the approximate annual expenditure of the total number of national advertisers and semi-national advertisers?

How many recognized advertising agencies are there?

These are big questions and I do not expect certified figures. Just give, if you will, your general estimate which I know will be approximately correct.

W. W. KIMBALL Co.

To the best of our knowledge and belief, there are something under 5,000 national advertisers in the country. Of course very much depends upon what is meant by a "national" advertiser. Is the man who runs a four-line want ad for agents in a list of 20 or 30 dailies, a "national" advertiser, providing he keeps the campaign up from one year's end to another? Also, is a chain of stores a "national" advertiser? It is very hard to draw a line between "semi-national" and "national" advertisers.

The leading magazines who send out house-organs to lists of prospective advertisers say that their mailing lists run somewhat under 5,000 names each. They admit, however, that they have a great many names on these mail-

ing lists which duplicate each other; that is to say several persons in one concern, or persons who for various reasons are carried on these lists, but who cannot be considered in any sense, national advertisers.

PRINTERS' INK itself is printing 9,700 copies an issue, of which 7,847 are paid-in-advance subscriptions, and 952 are newsstand sales. We also have an advertisers' list of our own, made up particularly of publishers and advertising agents, amounting to 415 copies. We believe that we reach practically every national advertiser of importance. Therefore, we think the estimate of something under 5,000 national advertisers, is approximately correct.

We have estimated the total amount of money spent for national advertising as follows:

Newspaper advertising re-	
tail and general).....	\$250,000,000
Direct mail advertising (cir-	
culars, form letters, etc.)..	100,000,000
Magazine advertising.....	60,000,000
Farm and mail-order adver-	
tising	75,000,000
Novelty advertising.....	30,000,000
Billposting	30,000,000
Outdoor (electric sign,	
painted sign, etc.).....	25,000,000
Demonstration and sampling	18,000,000
Street car advertising.....	10,000,000
House organs, etc.....	7,000,000
Distributing	6,000,000
Theatre programme, curtain	
and miscellaneous.....	5,000,000
Grand total.....	\$616,000,000

We must qualify this estimate, however, by saying that at best it can only be considered as guesswork.

As stated in an editorial in the May 22nd issue of PRINTERS' INK the American Newspaper Publishers Association recognizes only 280 advertising agents; yet PRINTERS' INK itself has a card index of no less than 718 concerns, claiming to be advertising agents. All of these concerns must be "recognized" by somebody, else they could not exist.—
[Ed. of PRINTERS' INK.]

The John M. Branham Company has taken the New York representation of the Macon, Ga., *Telegraph*, the Lincoln State Journal and News, the Mobile Register, the Raleigh News and Observer, the Colorado Springs Gazette and the Pueblo, Colo., *Chieftain* and *Leader*.

"Thermometer" Contest Makes Salesmen Active

Novel Plan That Instilled Energy
Into the Men of a Branch House
—Object Was to Induce Sales-
men to Work with the Advertis-
ing Department — The Prize
Worth Working For

By J. C. Asplet

FOR six months the advertising department of a concern manufacturing a system for short cutting office routine had been hammering on the banks and laundries through the mails and in the magazines. Hundreds of inquiries had been received and had in turn been forwarded to their sixty-odd branches, there to be followed up and turned into sales, but somehow the salesmen did not seem to fall into line the way they should have, most of them preferring to work on prospects who they thought were ready to "drop."

This made conditions bad for the advertising department as it was essential that it cash in on the campaign while the interest was keen. Personal letters from the general sales manager did little good, and appeals through the house-organ were equally unproductive and things began to look bad until the manager of their Philadelphia branch hit an idea that not only got the men to concentrate on those vocations but boosted the sales of that branch materially.

He had a carpenter make a big blackboard for him about six by eight feet in size. Then on this blackboard he painted ten gigantic thermometers, one for each salesman, with a pot of red paint where the mercury should have been at the bottom. Across the board, intersecting each thermometer, he ruled degree lines, numbering each line in multiples of five. Below each thermometer the name of the salesman was lettered.

The purpose of this board was to see who was the "livest wire" in the office, and to turn what the

men had heretofore regarded as work into a game. Each man was given a certain amount of sales to make to constitute a point, and every time he made a point, he raised his mercury one degree. In this way the men were equalized so that with an equal amount of effort their scores should keep pretty even, adding ginger to the race. A fob medal was put up by the manager as a prize to the man who showed the "hottest temperature at the end of the month."

So much for the contest proper. Now let us see how the firm got the men to concentrate on banks and laundries.

For every sale that was made to either of these vocations the contestant was given two points, as compared with one point for sales in other lines. If you were a salesman and sold a \$400 equipment to a bank, and your "degree" was \$25, instead of getting eight points you would get sixteen, or in other words a bank or laundry sale would count you double.

It was surprising to see the interest the "boys" took in watching their mercury. The fellow that let his freeze was made the butt of the joking and instead of hanging around the office until ten or half past the men were out just as soon as they had their reports made out. The plan certainly made a hit, not so much because they felt they had to make a showing, but it hurts a man's pride to have friends and customers come in, stare at the novel score board and see the mercury hovering around the zero mark.

Then too the thought of winning the fob, which was set with a diamond and suitably engraved on the back, added to their keenness to run up their temperature as fast as they could, with the result that they let the old worn-out prospects drop, and set after the newly interested ones that had just been hammered by advertising in earnest. As a result these men are all advertising enthusiasts now, and won't waste time calling on a man that has not been worked by mail. Result, the Philadelphia branch is increasing its sales by leaps and bounds.

Answer to Commissioner's "Warning"

Every little while some food commissioner bobs up with a campaign against the extravagance of buying advertised prepared foods; perhaps on account of the "burden" of advertising loaded upon the consumer; or perhaps of the "absurd" prices the manufacturer "extorts." In a recent number of the Kellogg company's house-organ there is a pat comment on a recent "warning" issued by the food commissioner of Michigan, who is quoted as having said:

"In recent years many foods have been put up by the manufacturers in paper packages; while these packages are both convenient and sanitary, the purchase of food therein is often very expensive to the consumer. Take the breakfast foods for example. The net weight of a package of corn flakes is about ten ounces. Now the package is simply corn, and its food value cannot be of any greater value than an equal amount of corn meal. When the consumer gives ten cents for a package of corn flakes he is simply paying \$320 per ton for corn meal."

Commenting on it, the corn flake manufacturer says in part:

"With all due respect to the estimable dairy and food commissioner we wish to make a few remarks.

"Someone once asked the question, 'What is the most valuable of all metals?' There was a variety of replies.

One said gold, another platinum, another tungsten, but the questioner finally concluded: 'You are all wrong; the most valuable metal in the world is iron when it is made up in the form of hairsprings for watches.'

"We have no quarrel with anyone who wishes to eat corn meal instead of corn flakes. We cheerfully admit that they can get more for their money in buying corn meal.

"Our friend the commissioner in his ardent desire to rectify all the wrongs attendant upon the 'high cost of living,' forgets all about the amount of labor, skill and machinery necessary to turn raw corn grits into toasted corn flakes. And, in fact, it would be quite as sensible to say that when you buy a \$3 pair of shoes you are paying \$3 for 10 cents' worth of raw hide; or that when you pay \$25 for a suit of clothes you are paying \$2.50 a pound for wool with a few buttons thrown in; or that when you pay \$3,500 for a house you are paying \$35 each for one hundred saw logs. Ridiculous, you say! Then it is equally ridiculous to declare that 'when the customer gives 10 cents for a package of corn flakes he is simply paying \$320 a ton for corn meal.'"
N. Y. Journal of Commerce.

"Made in Canada" Train

A "Made in Canada" train recently returned from a trip of 6,600 miles through Manitoba, Saskatchewan and Alberta, telling and showing for fifty-two days the advantages of Canada.

1888 The Chattanooga News 1913

CHATTANOOGA, TENN.

Celebrated its Silver Anniversary July 2, 1913

A Record of Steady Growth in Circulation and Volume of Advertising Attests the Appreciation of Chattanooga's Popular Home Paper on the Part of Readers and Advertisers.

Advertisers desiring to reach the substantial buying classes of the prosperous Chattanooga territory will find The Chattanooga News produces maximum results at a minimum of cost.

Advertisers are assured of hearty co-operation of Wholesale and Retail Dealers on all campaigns conducted through the columns of The Chattanooga News.

For Rates, Circulation and Information Concerning The News and the Chattanooga Territory, Write the Home Office or

JOHN M. BRANHAM CO., Publisher's Representatives,

Chicago,
Mallers Bldg.

St. Louis,
1925 Chemical Bldg.

New York,
Brunswick Bldg.

The Atlanta Journal

Covers Dixie Like the Dew

The SEMI-WEEKLY edition, of The Atlanta Journal, is read throughout the South Atlantic states, by substantial, prosperous Farm Families—high-class folks who spend money liberally and intelligently. The sworn paid circulation (U. S. Government Report) of the SEMI-WEEKLY edition is 104,231 each issue. The rate, covering two insertions, is 40 cents per line.

**How to
Reach
Southern
Farmers!**

ADDRESS

The Atlanta Journal
ATLANTA, GA.

OR
John M. Branham & Co.
REPRESENTATIVES

DO YOU SELL IN SOUTH AMERICA?

*If you have anything to
be sold there, let us know.*

OUR salesmen cover all the principal South American cities regularly, and visit every class of trade. This, in addition to our permanent local representatives who arrange deliveries and collections.

WE also arrange for local advertising (when desired) based on a definite percentage of sales.

AMERICAN COMMODITY COMPANY
4 and 6 White Street, New York
**BANKING
REFERENCES**

U. C. S. Will Sell Sodas

The United Cigar Stores Company will shortly install soda fountains in two of its downtown New York stores. They will be put in for experimental purposes. The combination of soda and cigars has been tried with considerable success in the South, and if experiments warrant it the fountains may be installed in other stores in New York that are large enough to accommodate them. It is said that 75 per cent of the company's stores are too small to put fountains in. The scheme may be tried out in Boston.

"Common Sense" Says Moses

BERT M. MOSES
576 Fifth Avenue
NEW YORK, July 15, 1913.

Editor of PRINTERS' INK:

In a recent issue you say editorially: "Honesty" at Boston, "efficiency" at Dallas, and now "co-operation" at Baltimore. What shall Toronto bring forth?"

Let's make it Common Sense at Toronto. That theme is something that is possibly as far-reaching and important as the three others combined.

Yours for Common Sense,
BERT M. MOSES.

Two Boston Arrests Under Ad Statute

Two arrests in connection with the alleged sale of a horse for \$275, under conditions said to come within the intent of the recently enacted Massachusetts law in regard to the publishing of misleading advertisements, were made July 18 in Boston. Michael B. Cunningham, of 84 Garfield street, Revere, and William McKebitt, of 136 Spencer street, Chelsea, surrendered themselves voluntarily after learning that indictments had been returned against them.

G. W. Given with Home Pattern Company

George W. Given, who has been sales and contract manager of The McCall Company for the past seven years, has resigned to accept a position with The Home Pattern Company in the sales end of the business.

Mr. Given will assume his new duties August 1.

Le Roy James, of Butterick, Drowned

Le Roy D. James, for five years one of the Western representatives of the Butterick publications, was drowned at Waukesha, Wis., on July 4. Mr. James was 35 years old and well known to advertising men of the Middle West. He was a member of the Agate and Atlas Clubs and the Chicago Advertising Association.

The Economic Basis of Protected Prices

By Prof. C. C. Arbuthnot

Department of Economics, Western Reserve University, Cleveland, Ohio

WITH every important development in the methods of producing and distributing commodities there arise particular problems peculiar to the new conditions. A solution has to be found by the persons confronted with the situation in hand, and not with the situation of previous times. It is a common fallacy to apply, without qualification, to the new circumstances the principles evolved under old conditions. The temptation to do this is strong where faith in "eternal principles" is great and mental activity is shunned. As soon as men get it into their intellectual systems that all principles are relative, the application of previous generalizations will be an aid and not an obstacle to the settlement of new questions.

The hostile attitude toward price maintenance in many quarters is to be expected. The repugnance of the English and American mind to anything that seems to restrain competition is deep-seated. Contracts or combinations in restraint of trade, all things smelling of monopoly, are odious and rightly so. But before denouncing a new proposal on the basis of this principle, it is imperative that the new scheme be examined, to see if it indeed is to be classified as a restraint of competition, or as a protection to enterprise and originality and an aid to the persistence of commercial rivalry in certain fields.

WHY SOME GOODS ARE "STANDARD"

Standard trade-marked goods have been made such by the manufacturer or producer. He has gone directly to the consumer, through national advertising and otherwise, and made the latter familiar with the commodity and its merits. He has maintained uniformity of quality and regularity of supply. He has, through his

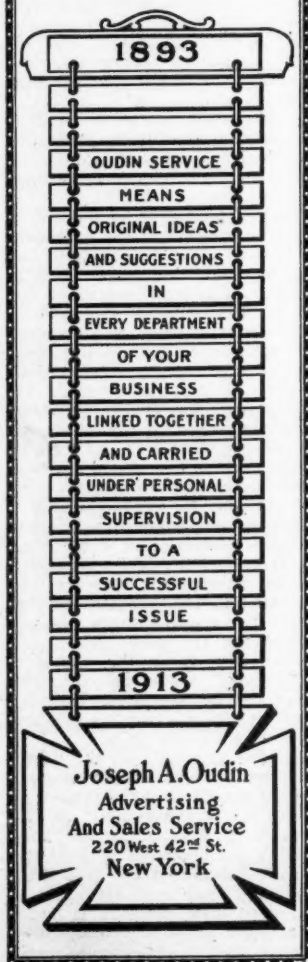
selling organization, placed his goods in the hands of retail dealers most convenient for the widest distribution. He has furnished local advertising material and organized selling campaigns instructing the retailers in the best methods of disposing of the product. He stands behind the retailer in guaranteeing the commodity and replaces unsatisfactory articles that have eluded inspection at the factory.

From the creation of the article to the protection of the consumer in getting what he has paid for, the manufacturer is the central figure in this modern way of doing business. All of this is done with the expectation of a continuous sale, based upon satisfaction to the consumer and the retail dealer. Anything that would interfere with the continuity would check or prevent such enterprise, and no manufacturer could afford to put forth the effort and expense necessary to make the article available for consumption.

Other manufacturers follow similar policies with rival commodities and the real competition is not between the retailers who are aids in this process, but between the manufacturers who are contending for public favor. To secure this favor the manufacturer must make an attractive price. If he puts it too high, his rival can take away his business by fixing a lower price.

In this general plan the manufacturer cannot afford to name a price that will yield the retailer an exorbitant compensation for his service in distributing the commodity to the public. The latter must be allowed a fair return for his labor, but it is not likely to be more than fair. If it is too great, the price will have to be placed high, and a rival keener manufacturer will set a lower price and get the business. The

**"Long And
Faithful Service"
To The Customer**



margin allowed the retailer in all probability will be such that he can afford to do business and make a reasonable gain.

When retailers compete in cutting prices upon such trade-marked goods, it is not because the price-cutter has been able through shrewder buying, to secure his supply at a lower price, nor because better management enables him to do business upon a smaller margin, seeing that the cut, when made, is usually to cost or below. The hardly disguised purpose is to use the well-known commodities as "leaders" to attract purchasers for less well-known goods upon which the margin is larger. This is possible because the quality and "value" of the other commodities are unknown to the average purchaser and he buys under the hypnotic spell of the cut price for the staple.

Are consumers benefited by this sort of price-cutting? Obviously this is not easy to determine.

TRADE-MARK LAW SHOULD BE ECONOMICALLY EFFECTIVE

If the general scheme of creating and maintaining standardized trade-marked goods, as outlined above, is advantageous to the consumer, anything that tends to break down the method will be disadvantageous to the general run of purchasers. That cutting to cost or lower works against the plan is obvious from the strenuous efforts made to maintain the fixed price. The price-cutter demoralizes the market for these standard goods and other dealers refuse to handle them without profit. The producer finds his channels of distribution closed and the business falling to profitless proportions. Enterprise, initiative and direct responsibility on the part of the manufacturer are discounted. The consumer loses advantageous opportunities to secure newly developed commodities on the assurance of quality that is such a source of satisfaction in the purchase of staple, branded goods. If there is any reason for the existence of a law of trade-marks there is a common gain in maintaining conditions in

which it will be effective economically. As a general proposition and in the long run, the average consumer will be put at a disadvantage if he is deprived of or hampered in obtaining standard trade-marked goods.

Consumers whose particular wants lead to an exceptionally heavy use of cut-price goods would find themselves in a favored situation were prices uncontrolled by the manufacturers. The low prices on their disproportionate purchases of such goods would result in a saving on their total outlay, notwithstanding their expenditures upon other commodities with whose quality and "value" they are less well acquainted.

Shrewd buyers who purchase cut-price goods from cut-price houses and buy the rest of their supplies from shops which emphasize quality rather than price are likely to get the greatest advantage from the cut-price system. They know the quality of the trade-marked goods and rely on the regular dealers' representations for the others. They can thus get the maximum of quality with the minimum of total expenditure.

A third case is the more general one: that of the consumer who does not use a large amount of the "cut-price" commodities and is not a shrewd buyer. For him the low price is a bait on the hook of trade. This, of course, is the intent of the price-cutter. He does not propose to lose money on the entire business done. He often limits the amount of goods sold at cost or below. He expects the bulk of the purchases to be of other articles, and the average unskilled buyer justifies this expectation.

THE SUPPORT OF CUT-PRICE DEALERS

The mass of consumers are in this group and make it possible to lose on some things as an aid in making net gains on the total sales. The support of the cut-price system as a method of promoting trade comes from this group of people. How to strike a balance between advantage and

Important Announcement

The Courier-Journal and the Louisville Times, the leaders in their respective fields as morning and afternoon papers in Kentucky and Southern Indiana, announce to advertisers the publication of a combination advertising rate.

Used singly, either of these papers produces excellent results; together, they are irresistible, and cover the field with the thoroughness of the proverbial fine-tooth comb.

At the same time we are publishing a combination statement of circulation, by towns, which will be decidedly illuminating to those who care to know to just what extent the Courier-Journal and Times are read. Write for booklet containing rates and analysis of circulation.

Advertising in these Louisville dailies means reaching not only the rich agricultural community of Kentucky—the tobacco crop alone brings in \$32,000,000 a year—but the immensely prosperous manufacturing interests of Louisville, the metropolis of the South.

Louisville leads in the following important industries: wooden boxes, bathtubs, farm implements, wagons, boilers, ice machines, elevators, caskets, hardwood lumber, leather, men's clothing, flour, mirrors, cooperage, furniture and dozens of other lines.

The Louisville Courier-Journal and Times

The S. C. Beckwith Special Agency
Foreign Representatives
Chicago New York

disadvantage to this group is not plain. That cut-price houses flourish is evidence that they are making money. It is evident that this group, by its purchases, carry the business. Unless abnormal business ability, skill in merchandising, care in buying, facility in selling, and commercial integrity are possessed by the managers of cut-price houses, the common run of purchasers are making up abundantly upon other articles for what they apparently save on trade-marked commodities.

RESPONSIBILITY RESTS ON THE MANUFACTURER

The system of price maintenance as operated at present assumes and requires the existence of small retail dealers as distributing agencies. It is as distributors pure and simple that they serve. If there is anything wrong in quality or quantity with the commodity, no one thinks of placing blame upon the dealer. The responsibility rests upon the manufacturer and is accepted by him. The latter has the alternative, chosen in many cases, of establishing chains of stores and selling directly to the consumer. This plan enables the producer to put his commodity directly into the hands of the user. But apparently this scheme is limited to lines in which the business is large enough to support a special shop and whose product is bought in sufficient amount at a time to justify the consumer in going to the centrally located shop to make the purchase. For the numerous other commodities it does not serve. Until habits of buying are greatly changed the small retail dealer is going to persist. His place of business is a neighborhood convenience. Eliminating protection of prices on trade-marked goods will make his existence harder and probably drive him to recouping on other commodities what he loses on the branded staples he reluctantly handles at cut prices. The methods of the price-cutter will tend to become general and *caveat emptor* be the rule in retail transactions in all goods whose quality and quantity are not certi-

fied by the trade-mark of a manufacturer.

When the real nature of price maintenance is grasped, hostility due to the fear of contracts in restraint of trade will pass away. An application of "the rule of reason" to the circumstances will convince the apprehensive that in this sort of agreement there is a rational restraint, just as there is in the one that the seller of the good will of a business makes when he covenants not to carry on trade in the locality of his former establishment for a period of years. It took years to bring this latter contract into the permitted class. Time will doubtless see a similar evolution in the matter of price maintenance when the purchasing public see that the stimulation and conservation of enterprise and initiative are essential to the creation of new and the continuation of old standard goods. The channels of distribution will be blocked and the consumer hampered if the average retailer cannot make a living profit on sales of trade-marked goods. Price-cutting for trade-baiting leads to such blockades. The remedy is to allow the manufacturer to defend himself, the retailer, and the mass of consumers against the threatening evil.

Special Week for Local Manufacturers

The Louisville *Herald*, of Louisville, Ky., has started a project to be known as "Louisville-Made Week." It has secured the co-operation of the principal downtown retailers, who have agreed to give the use of their windows for the last week in August to displays of goods made in Louisville. A manufacturers' committee has been organized to work out the details of the plan. Charles Miller, advertising manager of the *Herald*, is given credit for the idea, which is based on the usual complaint of local manufacturers that they were unable to get the interest of home dealers to the extent that they should.

To Start Agency in Philadelphia

Mrs. E. G. Kleinsorge, who has represented Pierce's Farm Weeklies in New York, has resigned and will open an advertising agency in Philadelphia about October 1.

Making the Trade-Paper a Better Proposition

The Three Tendencies Which Are Putting the Trade-Press Where It Belongs in the Marketing System—Demonstrating Its Fitness to Educate Dealers and to Help Manufacturers

By Roy W. Johnson

A TRADE-PAPER man was being shown through one of the largest hardware jobbing houses in the Middle West. He was astonished to see a stock of shaving soaps, powder, toilet water and perfumes. "You don't mean to say you are selling that stuff to hardware stores," he remarked. "Indeed I do," said the sales manager. "It doesn't bulk very large, of course, but we are selling enough to make it worth while to carry a small stock. You see the hardware store is getting to be more and more of a man's loafing place, just as the drug store with the soda fountain appeals to

women. Hardware stores always have sold razors, more or less, and there doesn't seem to be any good reason why they shouldn't sell what goes with 'em, especially when the razor users come into the hardware store anyway."

Now if the trade-paper man had belonged to the old school of publishers, he might have thought the above incident worth a three-line notice to be tucked away in some department of miscellaneous items, but he certainly would have seen in it nothing of any importance either to himself or to the hardware trade generally. The fact that he was *not* a publisher of the old school, and that he *did* grasp the importance of the tendency the jobber described, is evidence of the change that has come about in trade-paper circles during the last ten years.

GIVING CIRCULATION FACTS

The trade-paper is changing. The change is not coming about all at once, of course, and it is not taking place in all publica-

Certified Report Filed with the U. S. Postal Authorities July 3, 1913, and printed in The Evening Times July 5, 1913.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE EVENING TIMES

published daily except Sunday, at Pawtucket, R. I., required by the Act of August 24, 1912.

Editor—James J. Hildrup, Providence, R. I.

Managing Editor—Archibald G. Adam, Central Falls, R. I.

Business Manager—Charles O. Black, Pawtucket, R. I.

Publisher—Times Publishing Company, Pawtucket, R. I.

Owners—Marsden J. Perry, Providence, R. I.; Samuel P. Colt, Providence, R. I.; Nelson W. Aldrich, Providence, R. I.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities—Massachusetts Mutual Life Insurance Company, Springfield, Mass.; Industrial Trust Company, Providence, R. I.; Union Trust Company, Providence, R. I.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding April 1, 1913, 20,665.

CHARLES O. BLACK,
Business Manager.

Sworn to and subscribed before me this 3rd day of July, 1913.

[SEAL]

THOMAS P. CORCORAN,
Notary Public.

THE EVENING TIMES
PAWTUCKET, R. I.

tions at the same time, but it is happening pretty generally just the same. It has come about because advertisers have begun to demand that the trade-paper have something definite to sell—that it present facts instead of claims. A few enterprising and farsighted publishers having taken the lead in presenting the facts, it is up to the rest to fall in line or get run over.

Back in the good old days if a publisher could get enough bona fide subscribers to satisfy the post office, he could insist that advertisers could not "cover the field" without using his paper. Some of them would really believe him, while others would give him a small contract for fear of "knocking." Many advertisers followed—and still follow—the custom of giving business to all the trade-papers in the field, good, bad and indifferent. None of the papers gave any definite circulation figures, or any specific facts about where subscribers were located or how they were secured, so the question as to which papers were good and which were bad was largely a matter of opinion. Trade-paper copy was notoriously bad because there wasn't any very urgent necessity to make it good. When one is using space in a paper simply to keep the editor from "roasting" one's goods, copy isn't a prime consideration.

But those halcyon days did not last. Advertisers learned the power of well-directed consumer advertising. They also learned the potency of price-maintained, sure-profit goods with the dealer. They discovered that window displays, sampling, circularizing lists of local customers, etc., secured more co-operation from dealers than the same money spent in *poor* trade-papers. Moreover, they got into the habit of buying definite quantities of circulation, and of demanding that publishers tell where it was located, how it was secured, and what kind of circulation it was. When similar questions were first put up to the trade-paper men they were shocked. But gradually more and more are coming to see

that the questions are only reasonable, and that if they are going to sell something they must have something to sell. That is the first step.

EDUCATING DEALERS TO NEW LINES

Along with the understanding that there must be something definite to sell, a good many publishers have come to believe that by making that something worth more it can be sold for more. Or, what amounts to much the same thing, a great deal more of it can be sold. That is the second step, and it is well illustrated in the attitude of the trade-paper man to the jobber's stock of perfumes and soap. Instead of crediting it merely to the individual enterprise of the particular jobber, he saw in it a sign of a possible trade tendency which might be turned to extra profit for his subscribers. "I'm investigating it now," he says. "If I find that jobber's experience duplicated in many sections of the country, I shall feel justified in urging my subscribers to look into the matter."

Of course if it goes through it will probably mean some extra advertising for the publisher some day. But that is a long ways off in a very problematical future. For the publisher to go to the soap manufacturer to-day and ask him to advertise to the hardware dealer would be quite ridiculous. It has got to be demonstrated, first of all, that the hardware dealer can and will sell soap, which is work primarily in the interest of the dealer and of nobody else. The trade-paper publisher of the old school would never have attempted it, even if he had thought of it.

In precisely that fashion some of the hardware papers have persuaded their readers that automobile accessories and supplies can profitably be sold in hardware stores, and are reaping a reward of advertising as a result. Long before any of that advertising was in sight, however, they were pointing out to their readers the fact that the hardware store ought to be the logical place to buy automobile supplies, as well as some of the minor accessories. They

344,102

Lines gain in six months. The remarkable advertising record of The New York

Evening Sun

for the first six months of 1913.

1,147 Columns increase of advertising in 154 publication days—one less publication day than in 1912.

489 Columns more than the combined gain of all the other New York evening newspapers.

A Live Daily in a Rich Territory

The State Journal of Frankfort, Ky., has the distinction of being the only newspaper published in the capital city of the Bluegrass Commonwealth.

It is issued daily, except Monday, and covers not only the city of Frankfort, but the surrounding territory, comprising a rich agricultural community, with which it is connected by a network of interurban lines—the hallmark of prosperity.

We have just completed the construction of a new plant to replace that destroyed by fire several months ago. We have a substantial building of brick and concrete construction, giving us 10,000 square feet of floor space, and are in a position to offer advertisers the best of service.

For complete information about ourselves, our field and our proposition, address

The State Journal
Frankfort - Kentucky

pointed out how the hardware dealer is a fixture in the community, how there is always a hardware store within a tourist's reach, and so on. They told the dealer how to go after the business, what quantities of ordinary supplies were consumed by the average car, how much profit there was in all the better known brands, etc., etc. In short, they not only created a new outlet for the manufacturers, but produced a new source of profit for their subscribers. This made the field more valuable by educating the dealers to a new line and by adding to their prosperity.

Similar things have been done and are now being done in other fields. The papers in the drug trade are educating dealers to the sale of a multitude of new lines, the dry-goods papers are doing the same thing on a more limited scale, as are also the grocery papers. It is part of the service to the dealer which is making him not only a better merchant, but a better prospect for the advertising of all manufacturers who use the trade press.

CULTIVATING FUTURE ADVERTISERS

There is a third step in the recent development of the trade press which is perhaps as significant as either of the others. It is the growing disposition to help manufacturers by studying their problems and furnishing them with information which will help solve them.

The representative of a grocery paper called upon the advertising manager of one of the large sugar refiners. He had heard that the refiner was to start an advertising campaign on a package sugar, and he wanted to get part of the business.

"It is quite true," said the advertising manager, "that we are going to start a campaign, but it is going to be a purely local campaign, starting with Chicago. Your paper is all right, but we don't want to pay for national circulation when all we want right now is Chicago."

"Look here," said the trade-paper man. "I can tell you things

about the Chicago market which you can't find out for yourselves, and which I don't believe you can find out anywhere else. We have got a live correspondent there, and we don't print all he tells us by a long way. I don't care whether you use my paper now or not. You are welcome to the information because it is to the interest of the grocery trade that you should have it."

In a certain sense that is a policy of cultivating new advertisers, just as the policy of dealer education is cultivating new customers. When a trade-paper man can teach hardware dealers to handle shaving soap, and at the same time can give manufacturers of shaving soap information which will enable them to enter the hardware field, he is carrying out his true function of middleman. He is benefiting his field and at the same time planting the seeds of future profit for himself. Some trade-paper publishers are already doing it.

When O. H. Blackman spoke before the Trade Press Division at the Baltimore convention, I think he had in mind a similar co-operation with the advertising agent. He was discussing the trade-paper's attitude towards the agency commission question, and he said that a great many agents would be willing to give up all claims to commissions from trade-papers, if the publishers would furnish the agents with data concerning articles published on particular subjects, market information, and so on.

As a contributory result of the whole tendency, trade-paper copy has improved very materially. That is partly due, of course, to the publishers' own "service departments," but it is not all due to them by any means. Trade-paper space in the good trade-papers has become more valuable, and is worth filling with good copy. And by the same token, advertising space in the poor trade-papers has become less valuable, and a good many manufacturers have discovered that it doesn't pay to fill it with any copy at all.

"In Time of Peace Prepare for War"

**Now is the time to plan
your Fall Circularizing**

Write us defining your requirements, for Lists or Addressing, —whether National, Local or Special.

Advertising, Publicity or Sales Managers utilize our General List Catalogue, containing State Tabulations and over 5,000 List Classifications.

(Sent free to Executives upon request.)

Have you anything to offer to

**176,000 Prominent American
Business Concerns**

**256,000 Prominent Executive
Business Men**

**160,000 Prominent Individual
Banking Men**

**83,000 Prominent American
Clubmen**

**250,000 Wealthiest Americans
worth over \$50,000**

**913,000 Responsible Americans
worth over \$5,000**

**2,292,000 Selected Americans,
including Responsible and
Wealthy**

**162,108 American Manufactur-
ers**

55,100 American Jobbers

**1,000,000 Investors and Stock-
holders in over 700 American
Corporations, furnished separa-
tely; Farmers; Rural Mail
Order Buyers, etc.**

BOYD'S DISPATCH

(Established 1830)

19-21 Beekman Street, New York

Departments for List Compilation, Addressing, Mailing, Reproduced Letters, Typewriting, and for Distribution of Circulars, Samples, etc.

Service the Keynote of the Poster Association Convention

THE annual convention of the Poster Advertising Association was held in Atlantic City, July 8, 9, 10 and 11.

Headquarters were at the Chalfonte Hotel and the general meetings were held at Young's Pier, the directors' meetings being at the Chalfonte.

An address of welcome was delivered on Tuesday afternoon at the open meeting (which was called to order by the president of the association, Chas. T. Kindt) by the Mayor of Atlantic City, and was responded to by Mayor Zehrung, of Lincoln, Neb., who owns the posting plant in Lincoln.

The report of the committee appointed to attend the Associated Advertising Clubs' convention in Baltimore was made by A. M. Briggs, of Cleveland.

Mr. Briggs described in detail the work that had been accomplished by the Poster Advertising Association towards making that convention a success and of the exhibits of the different posters displayed in the convention hall. He also paid special tribute to John Shoemaker, owner of the Baltimore plant, for donating so much space for the posters welcoming the advertising men to the convention, and also to O. J. Gude for the work he had performed in making outdoor advertising one of the principal features of the convention.

Mr. Briggs told of the work the Associated Advertising Clubs had been doing for years toward better advertising, and solicited the hearty support of every member of the Poster Advertising Association to do his share in making the advertising club movement even a greater success than it is to-day.

KEYNOTE OF THE MEETINGS

The keynote throughout the meetings was service to the advertiser and better improvement of the plants.

Reports were made showing that a great many of the plants were being equipped at the present time in such a manner that they would be in Class A or AA in a very short period, and it was decided that in the future classifications would be made twice a year, so that a plant owner who improves his plant to such an extent that he is placed in Class A or AA will not have to wait more than six months for his increase in rating.

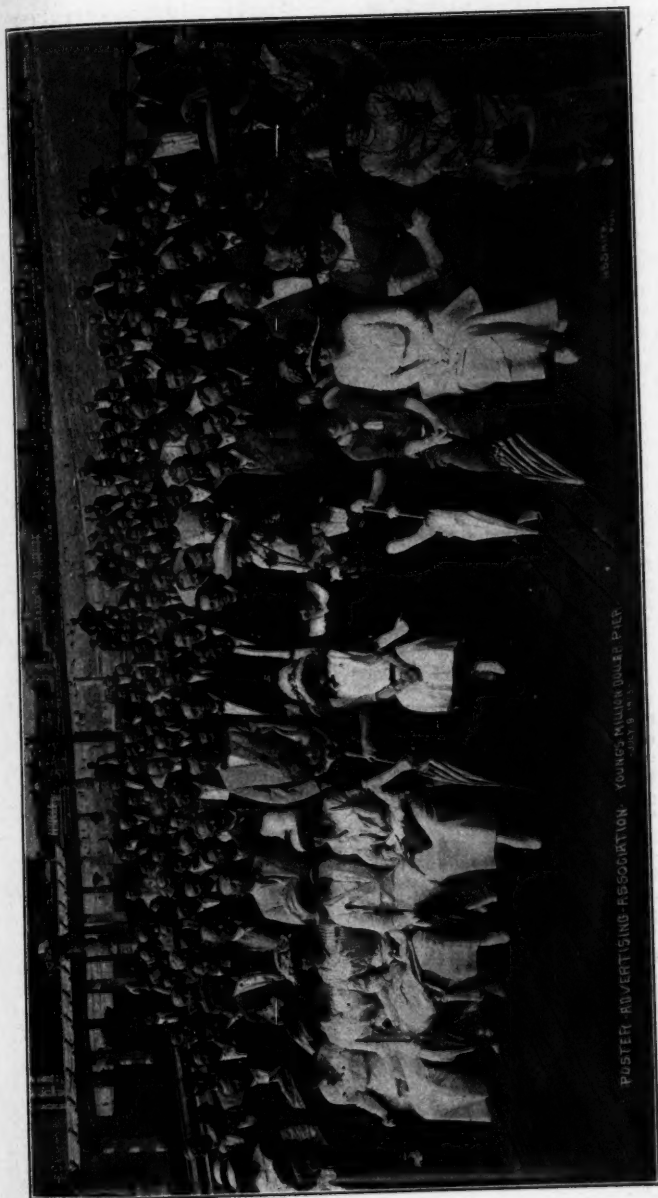
Reports were read showing that national advertisers preferred paying a higher rate for Class AA because posters on such a plant showed up to much better advantage, and because results are enough greater to warrant the increased price.

This move towards improvement was well expressed by Ivan B. Nordhem, one of the official solicitors, who said:

"A merchant engaged in the selling of shoes or any article of wearing apparel cannot expect when he sells a customer inferior, defective footwear, to have that customer praise the service he received from the goods, and no more can a plant owner or solicitor expect an advertiser to mount the housetops and blow a bugle of praise for the poster medium when he has been given shoddy service.

"The subject which the maker of the programme has assigned to me is one which might be dwelt upon at great length. It is a subject which I am sure lies very close to the heart of the plant owner and the solicitor, not to mention the advertiser himself, who is perhaps as vitally interested as we ourselves are.

"Right at the beginning I want to express myself as declaring that the service rendered by plant owners to the solicitor and the advertiser to-day is far better than it ever was in the history of our connection with the association.



POSTER ADVERTISING ASSOCIATION - YOUNG'S MILLION DOLLAR PAPER

WHAT SERVICE CONSISTS OF

"What is the meaning of conscientious service on the part of the plant owner? Conscientious service is made up most frequently of little things. For example, when a posting plant receives an order from a solicitor, the first thing that should be done is to select locations for that order which are best adapted for advertising that particular product, and which will secure the best results for the advertiser. If the poster is to advertise an automobile, the locations selected should be on thoroughfares traveled by automobiles and where automobile owners go in their daily life. If a poster is to advertise soup or ketchup, or similar food products, then the locations selected should be in densely populated residential districts and in the neighborhood of dealers' stores. This may seem a small point to make reference to, and many plant owners might say 'Oh, we know that.' Perhaps they do know it, but they also know that this simple piece of service which may be rendered the advertiser to make effective his advertising, might be very often neglected.

"There is another way the plant owner can give service to the advertiser. If the advertiser has a representative or distributor in the plant owner's town, the plant owner should endeavor to get in touch with that representative, consult with him regarding locations, assist him to check locations, and help in every way possible to satisfy this distributor, because in doing this you are doing something to satisfy and please the advertiser, as well as to increase the effectiveness of the posters and help increase sales. And in doing this the plant owner is merely buttering his own bread. For if the posting campaign conducted in that town shows the advertiser good results in the way of sales, it means repeat orders and larger orders for the next campaign.

"And here's one way a plant owner can help and aid the solicitor, and, in doing so, help himself.

"Industrial and crop reports are valuable because they are a sure barometer to future prosperity, and these statistics should be secured and furnished solicitors by every wide-awake plant owner. Everything pertaining to the industrial activity of the city or town that is of interest and which may arouse the interest of the advertiser—general business conditions, coming events and conventions, everything of this character—should be given to the solicitor, so that he may be able to talk intelligently to his prospect when going after business. For example, in New Orleans the Mardi Gras is a great festival which attracts thousands of visitors, and New Orleans during the Mardi Gras month is *certainly* a good town to post.

"This is the kind of information which all solicitors can use to good advantage in their promotion work. Tell the solicitors not only of those coming events which may be scheduled for your city, but tell them about the city, its trolley lines, its industries, its attractions, population and advantages. Tell the solicitors about your plant, the character of your locations. In other words, advertise yourself and your plant to the solicitor, and the solicitor will certainly do his share to get you business.

"We are all building for the future, and who knows but that the poster advertising skeptic of to-day may be the poster advertising enthusiast of to-morrow; or that the small account of to-day may become nation-wide to-morrow; or that the unreasonable poster advertiser of to-day may be converted from his sins to-morrow. All of us—plant owners and solicitors—should keep these things in mind, and in spite of all difficulties endeavor to keep the advertiser more than satisfied.

"The good service you and your plant give an advertiser reflects credit on every plant owner in the entire association. If you are located in the East, the good you do there is reflected in the West, and the courteous service and accommodation your brother plant own-

**In the Out-Door
Advertising Business
Since 1890**

**Poster
Advertising
Everywhere**

HENRY P. WALL

**FIFTH AVE. BLDG.
New York**

**FADDOCK BLDG.
Boston**

Official Solicitor Poster Advertising Association

er in the West gives an advertiser reflects credit on you in the East.

"The modern posting plant to-day is living evidence of the advance in progress of the poster medium. It advertises itself and cannot help but get the advertiser's confidence. And so I speak a word here in favor of this great factor of plant improvement which is the real keystone of service, and express the hope that before long when we solicit business we can point with pride to any plant and show the advertiser nothing but Class AA boards. And that, I need hardly say, *will* be service."

William Woodhead, president of the Associated Advertising Clubs, was one of the speakers, and thanked the Poster Advertising Association for its work in helping to make the Baltimore convention the success it was and especially for the work of O. J. Gude and E. Allen Frost in making possible the declaration of principles which were formulated at that convention.

S. C. Dobbs, vice-president of the Coca-Cola Company, told of the great improvements made in poster advertising during the last few years.

It was decided that in the future only exclusive solicitors should represent the Poster Advertising Association among national advertisers.

Joe Mitchell Chapple, publisher of *The National Magazine*, was one of the speakers, and made some very helpful suggestions about how poster plants could do more towards arousing the spirit of patriotism through the use of attractive posters, showing the United States flag, which could be posted whenever spaces were vacant.

IMPROVEMENT IN APPEARANCE OF BOARDS

Reports were read showing that many of the members were now making the grounds around their boards attractive wherever possible with flower beds.

Barney Link, president of The New York & Van Beuren Bill Posting Company, New York, in

his address, told of how certain New York theatres had given up posting, but that after three months, one of them had lost \$100,000, although the preceding season had shown a profit of \$400,000. Posters were again taken up, and at the end of the season the books showed the theatre had not only made up the \$100,000 loss, but had come within \$14,000 of the amount they had made the year before.

George W. Kleiser, of Portland; E. L. Ruddy, Toronto; J. Charles Green, of San Francisco; H. W. Walker, of Detroit; and F. J. McAliney, of St. Louis, all reported on the work they were doing with local dealers who were handling nationally advertised goods, and of the assistance they had given national advertisers in securing better co-operation from local merchants.

O. J. Gude, of New York, told of the meetings held during the past year in his office, at which various artists of high repute delivered lectures to their men in the art and sales departments and told of the various methods their concerns employed to make outdoor advertising not only more effective but more attractive.

M. F. Reddington, president of the Poster Selling Company, of St. Louis, explained how necessary it is for an efficient solicitor to have a thorough knowledge of merchandising methods in addition to poster advertising.

Donald G. Ross, president of the Associated Billboards and Distributors Protective Company of New York, told plant owners that it was a great deal easier to sell high-class posting at a good price than to sell cheap posting on cheap plants, at a low price, and that advertisers to-day demanded service and were willing to pay for it, and that the results advertisers would get from using posters depended largely on the conditions of the various plants.

The officers for the ensuing year, all re-elected except Mr. Breslauer, are: President Chas. T. Kindt; vice-president, Lewis T. Bennett; treasurer, M. Breslauer; secretary, J. H. Logerman.

POSTER ADVERTISING

Our Exclusive Business for 15 Years

**Designs for Posters
Estimates for Cost of Posting
Shipping Posters
Selection of Posting Spaces**

All Service Guaranteed

Official Solicitors for
Poster Advertising Association

**ASSOCIATED BILLPOSTERS
& DISTRIBUTORS PRO. CO.**

147 Fourth Avenue

New York City

DONALD G. ROSS, Pres.

WM. M. ROBERTSON, Treas.

S. J. HAMILTON, Sec'y

J. A. BROGDON, Sales Manager

Established in 1899

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 24, 1913

Twenty-five Years Under "Printers' Ink's" Eyes Twenty-five years old to-day, PRINTERS' INK celebrates its anniversary by a few looks backward. They have been wonderful years: more advertising has been done and more has been learned about advertising than during all of the ages that have preceded them. The activities of these years have unusual significance, as marking the close of an old order and the beginning of a new. All of which activities PRINTERS' INK might say, in paraphrase of the classical historian, it has seen and a great part of which it has been.

Unquestionably the greatest gain to advertising during this time has been the new conception men have of it. A quarter of a century ago advertising was "magic" to the great majority, even of advertising men, and not always white magic either. At the worst a lie, at the best often a mere whirl of words, the ad of the period showed the relatively low estimate in which the public was

held. Credulous and unsophisticated, it was too vague to be catered to, it was only just something to be manipulated.

The history of the past twenty-five years has been one of an increasing sophistication of the public and a growing respect on the part of the advertisers. It has been a growing education, in which the instruction has been given by all of the interests in competition with each other. And this has unfailingly ushered in the new conception of advertising—advertising as a *service to the public*, to list its needs, explain and tell how and where they may be satisfied. The conception is not widely held as yet or acted up to, but it is seen and practiced by some, and it is having its reactions in all directions. New and definite ideals are rising out of the hurly-burly, ideals of service, of efficiency, of plain, downright honesty. Advertising men are finding in honor a better armor than was a thick skin. The professional spirit has crept in and they are beginning to be exceedingly proud of their work.

The organization, and resultant centralization and specialization that have been going on in other fields have had full play in advertising—large general agencies, large publishing houses, large advertising departments have grown up with small service and specializing agencies as offsets and correctives for one of the interests.

From this has followed organization on a larger, national scale. The publishers, both newspaper and magazine, get together into trade associations, several of them. Lately some of these have been getting together and simplifying and further specializing their work.

Almost concurrent with these trade association beginnings were the semi-social organizations of advertising men in each important locality. At first and until very recently a groping and indeterminate movement, this has now been finding its functions, one of which has appeared to be to hasten the organization along lines of trade cleavage.

For a year or two before the Boston Convention of the Associated Advertising Clubs of America, there had been more or less agitation for "honest, believable advertising." Though it was good gospel, most advertising men did not take it very seriously and were very much surprised to find so pronounced a sentiment at Boston in favor of purification.

Out of the agitation, crystallized at Boston into a demand for effective action, came the PRINTERS' INK statute and the suggestion for grievance committees. The statute has now been adopted by six states, and practically every ad club in the country has its grievance or vigilance committee, while the National Vigilance Committee is doing excellent work.

The keynote of the Dallas convention was "Efficiency," and the ideas of digging deep for facts, analyzing with thoroughness and acting with precision have received increasing attention.

The Baltimore Convention of 1913 started out without any professed keynote, but invented one of its own before the work was over—"Co-operation." Here for the first time was accomplished what had never been accomplished before, or indeed ever attempted—the bringing of all of the different advertising interests together in one organization. This permanent body, which will act under the A. A. C. A., is to be the highest advertising tribunal. A Declaration of Principles, which has been called the Advertising Magna Charta, was made at the same time.

Twenty-five years ago there was practically no literature of advertising. To-day PRINTERS' INK has much and good company, there have been many books published of interest to the broadening taste and needs of advertising men and the best of all has been produced within a year. The whole educational movement is of much promise.

Only the more outstanding points have been noted. It would not do, however, to omit mention, however briefly, of some other

events and tendencies—the demand for full and accurate circulation statements, in which demand the late George P. Rowell, founder of PRINTERS' INK, was a pioneer, and of which long an ardent advocate, the agitation for price maintenance, alternately, encouraged and discouraged by court decisions; and the discussion of agency service and remuneration.

Advertising history has been made in PRINTERS' INK's first twenty-five years. All of these steps forward, whether of organization or of education, have been resisted by some. The plea of the stand patter has been heard at every stage—advertising was "different" from anything else; it was "luck"; it could not be studied; the successful advertising man was born, not made, etc., etc. Yet the study of advertising has gone on in every advertising department, agency, publication. And the study has been accompanied by more light, and strangely enough to the discomfiture of the stand patters, by *more* advertising.

The lesson of the quarter-century is plain. Deeper digging for the facts and a right use of them, more confidence, more organization and more co-operation will mean more, better and more profitable advertising in the next quarter-century.

Some Worth While Facts

The article by W. A. Martin, Jr., elsewhere in this issue, ought to come to the notice of every "efficiency expert" who is accustomed to call on half a dozen dealers in New York City and instantly and unalterably size up the situation in the entire country. Here is the Chalmers Knitting Company paying Martin a salary and expenses just to call on "almost every dealer handling men's furnishings in about one hundred towns."

What a terrible, terrible waste! Why there are a dozen different experts in New York State who could tell Mr. Chalmers right off-hand the color of the average

dealer's eyes in Ohio, Indiana and Pennsylvania. There are plenty of folks who could ask the stenographers in the office and a lawyer or two in Omaha whether dealers had ever tried to foist off substitute "Porosknit" on *them*, and that would settle it. Martin not even selling goods? Shocking!

We appreciate the fact that the Chalmers people are a good target for some efficiency selling-talk, but we don't think the prospects of landing them are particularly bright. For the principle of true efficiency, as it seems to us, is to *get the facts*, whether those facts will correlate themselves as we think they should, or not. Sometimes facts will not curl up and lie down just precisely where we have left a space for them, and they are just the sort of facts which are most valuable to possess.

For example, take the fact that many salesmen calling on retailers are not good enough. We send a dealer a grist of literature bidding for his co-operation. It is beautifully printed, and written in the best style of the skilled copy writer. It tells him all about the advantages of handling standard goods, how to get trade into his store, and how to hold his old customers. Then we send him a representative who doesn't know anything about the literature, doesn't know what co-operation means, can't do anything but take orders.

Well, we don't like it. The "efficiency expert" wouldn't tell us anything like that; he would have spared our feelings if he had been so unlucky as to have found it out.

But now that we have the uncomfortable fact, what are we going to do about it? That's what comes of hiring men to find things out—we have to do something about them. We have to make better merchandisers of ourselves, and better advertisers. Then we become more prosperous.

It means added responsibility, but sometimes we think it is worth it.

Is the Copy Dangerous?

An advertising man who has the reputation of doing level-headed work writes to PRINTERS' INK asking whether a recent car ad of the Ingersoll watch is in all respects advisable.

The illustration is that of a New Yorker hanging on his strap in a crowded car and the copy reads: "Respectable crowd like this is a fine place for the nimble fingered. Fool them with an Ingersoll." Which seems to imply that you won't lose much when you lose an Ingersoll.

This is indeed a rather hard slam on "the watch that made the dollar famous," particularly as it comes from the advertiser himself.

This selling point has doubtless sold many Ingersoll watches, when the purchaser has thought of it himself. But is it wise for the advertiser to suggest the idea that his watch is in the cheap trinket class?

Encouraging Creative Ability

"They are spasmodic. They get great plans in their head and go out and hire men at fancy salaries. Then they change and shift. Their last man was a good man, but they took all the juice out of him by giving about five minutes' consideration to things that he had worked on for weeks."

So says a well-informed gentleman in talking to a friend about the conditions in a concern that has had three strong advertising men within five years. The heads of the concern have made a big success, and they know it. They are somewhat carried away by their success, and are unwilling to give an advertising man scope. They chill a creative man's enthusiasm by petty checks, by splitting hairs, by making him feel that he is a mere writer or interpreter of the firm's ideas.

How different is the policy of another employer who works on the theory that it is better to let a head of a department go ahead and make a mistake now and then than to check him so closely that he feels hampered.

President Burton of Smith College in his recent Baccalaureate Sermon spoke of the achievements of modern wizards of science as far excelling those of the fairy-tale wonder-workers and mentioned that ST. NICHOLAS now charms the young folks by telling of these triumphs of engineering.

The sermon then points out that the essential to achievement in any field today is "vision."

The sermon shows that this distinguished educator means by "vision" the power of imagination: that "insight which enables him to interpret today in the light of yesterday and to visualize a better tomorrow."

This is the faculty that ST. NICHOLAS cultivates in its readers—and cultivates more broadly and thoroughly than is possible by means of any prescribed studies.

For, as Shakespeare tells us "No profit grows where is no pleasure ta'en."

ST. NICHOLAS is the school where every study is an optional, and is pursued with delight.

ST. NICHOLAS provides reliable advertisers with an exceptional opportunity to get well acquainted in the right way with an excellent class of real people.

DON. M. PARKER

Advertising Manager

Union Square, New York

A Quarter-Century's Progress in Typographical Display

By Gilbert P. Farrar

Author of Many Articles on Typographical Display in **PRINTERS' INK** in the Past Year.

APERUSAL of the files of magazines covering the last twenty-five years will show many kinds of ads that stand out as real achievements. Some are strong in appeal some strong in conception, and others are strong in display.

There may be a larger number of powerful ads to-day than a quarter of a century ago. There are ads to-day that are more elaborate than those of twenty or twenty-five years ago.

And all this is as it should be,

The Baby.

If you wish your baby to be healthy, bright and active, with very strong, strong bones, and hard muscles, use **MELLIN'S FOOD**. It will then be thoroughly nourished, and will grow up happy, robust and vigorous.

Correspondence entitled, "Our Book," "THE CARE AND FEEDING OF INFANTS," mentioned from its long advertisement upon application.

BALLET-JOURNAL CO., Boston, Mass.
No. 1, 10 & 12 CENTRAL STREET



FIG. 1—A WELL-KNOWN NAME IN 1888
COPY

for verily the art of advertising has had its real growth within the memory of most readers of **PRINTERS' INK**.

It is customary for the present day after-dinner speaker to inform his audience that advertising is as old as the Greek and Roman civilization.

Francis W. Ayer in the "Encyclopedia Americana" says: "Enterprise is ever seeking expression. Advertising has always been the expression of enterprise. The few meagre, colorless announcements of 1795, written with a dull and heavy pen, fittingly expressed the enterprise of that day."

The principles of advertising have not changed. It is the method of production—of dress—that has changed. Advertising is

greater to-day than it was a quarter of a century ago because we have discovered and applied many new methods for attracting attention, creating interest, and appealing to the instincts.

Back in 1888, when **PRINTERS'**

**HAVE YOU
TEETH**

THEN PRESERVE THEM BY USING

BAILEY'S

Rubber Tooth Brush.

It cleanses the teeth perfectly, and polishes the enamel without the usual FRICTION that destroys it. It is made of pure Para rubber, so compounded that it will last for years. It is always clean, and may be used in hot or cold water in connection with any tooth-wash or powder, without injury. **DEFECTIVE TEETH** are often caused by too harsh treatment by the young when the teeth and gums are tender. Even some adults find it impossible to use a bristle brush without lacerating the gums. For cleansing artificial teeth it has no equal; by drawing the brush from the handle a quarter of an inch, it forms a perfect plate brush. They are made in two sizes: No. 1 (price 40 cents), same as cut, for children and ladies; No. 2 (price 50 cents), same as full size bristle brush.

The handles are made from celluloid, in four colors—in white, pink agate, shell, and amber.

Both handle and brush are imperishable. For sale by druggists and dealers in toilet goods, or will be sent, prepaid, upon receipt of price.

C. J. BAILEY & CO.

Manufacturers,

132 Pearl St. Boston, Mass.



No. 1

FIG. 2—ANOTHER GOOD AD OF A QUARTER-CENTURY AGO

INK began its fight for an existence, there were no half-tones, few drawn borders and a confusion of many styles and kinds of type.

Wood cuts were expensive and the pages of newspapers and magazines were crowded and crammed with black cuts and black face type.

With all the drawbacks, however, the Mellin's Food ad (Fig. 1),

and the Bailey Tooth Brush ad (Fig. 2), both published in 1888, are worthy of interest.

The Mellin's Food is a half-page magazine ad that appeals strongly to the instinct of motherhood. It is excellent in balance and display. With a cut of a modern baby, this



FIG. 3—A FAMOUS SLOGAN 20 YEARS AGO

ad would undoubtedly bring home the orders even to-day. Why? Because the appeal, while old, is always new.

To appreciate the force of the Bailey Tooth Brush ad it should be seen as found, surrounded by numerous reading notices, circular cuts, twisted rules and negative display headings.

Now we will move along five years and stop at the year 1893.

In this year we see appearing in all the magazines of that time the Pears Soap ad (Fig. 3), that has become famous all over the world. This ad is undoubtedly one of the greatest examples of ingenious conception in the history of advertising.

In the magazines of the year 1888 we find an ad for Pears' Shaving Soap, but this does not appear after the publication of the "Good Morning" ad.

It is in the magazines of 1893

An Undiscovered Country

That's what Western Canada is to the average American manufacturer. It's a great, fast growing empire in itself. Dollars and work seeded now in virgin soil will grow like the wheat. Now when the fences are absent, is the time to break in.

You can't learn the vital things about Western Canada from books. If you had your choice would you prefer to hear an account of a ball game from a man who read it in a newspaper, or from a man who heard about it from a friend or from a man who was there and saw it?

We're right here, right up to our waist bands in Western Canada, living with it, growing with it, studying it, absorbing it and applying the principles we learned in a good live, Eastern Agency training.

Our head office is in Victoria, B. C., but we keep our fingers on the pulse from Vancouver and Calgary.

You, manufacturer, merchant, mail-order man, Eastern agent—**you** have some problem that we can help solve. We can help you to explore and expand and the cost will be commensurate with our service.

Spend a letter on us, anyway, today!

The HUTCHARM COMPANY
Advertising Service

Central Bldg.
Victoria, B. C.

Rogers Bldg.
Vancouver, B. C.

that we find the Murphy Varnish Company ad (Fig. 4). Here is the beginning of a style that has since been used by many advertisers, and is very widely used even in

ADORN THE USEFUL.

A barbarian clothes himself in ugly skins and blankets, and tries to put on adornment with feathers and paint.

Civilized people make their clothing itself an adornment; but they play the barbarian when they build and furnish with ugly materials and try to adorn their homes with useless bric-a-brac.

The furniture and the interior wood-finishings should be the chief adornments, and will be if they are finely varnished. When will we learn the necessity of fine varnish?

MURPHY VARNISH CO.

FRANKLIN MURPHY President.

Head Office: Newark, N. J.
Other Offices: Boston, Cleveland, St. Louis, and Chicago.
Factories: Newark and Chicago.

FIG. 4—SETTING A NEW FASHION

our times. John E. Powers was the "father" of this style.

It was also the beginning of a style that eliminated many of the heavy black faces and fancy faces

of type. This ad shines as an example of real originality.

Five years later, in 1898, we see the jewelers adopting one style of type, and thus do they convey the atmosphere of refinement, of exclusiveness and of quality.

The ads in Fig. 5 may appear very commonplace to-day, but when these ads are placed among those appearing in the magazines during the year of the Spanish-American war they will be considered masterpieces of display.

The Queen Quality Shoe ad (Fig. 6) also appeared during the



THE FAMOUS
"Queen Quality" Shoe
For Women. Price \$3.00.

In promoting "Queen Quality" we have paid today the wages of an American a day's wage.

THE HIGHEST QUALITY
of material and workmanship.
Made in England suitable for every climate, hot or cold. All models now wearing them for their feet in the latest extreme styles.
For examining their shape and fitting where else but, they have no equal.

STYLA
This is one of many styles.

If you order here, send for catalogue and where to buy them.

THOS. G. PLANT CO., Makers,
Boston, Mass.

FIG. 6—IN 1898

SPAULDING & Co.,

Goldsmiths, Silver-Smiths and Jewelers.

Sterling Silver

In selecting a dinner service, or any article in Sterling Silverware, one should consider both **quality** and **pattern**. You can be certain of the quality by purchasing from us, and a pattern can be chosen to suit the most fastidious from our tempting array of exclusive designs. Prices are consistently low ranging to meet the requirements of all.

Our high-grade "Imitation" standard type is all you require to ensure much that is helpful in choosing what to buy for presentation, or best gift.

Address: Spaulding & Co. Jackson Bldg. 400 State St. Chicago.

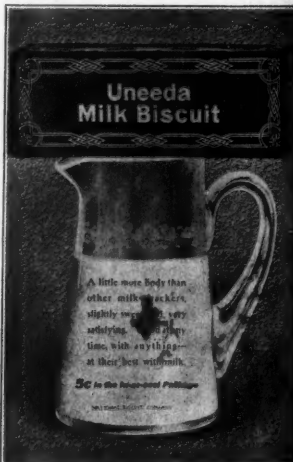


Dorflinger's
American
Cut Glass
for
Wedding Gifts

Early identified by the
Trademark.

Dorflinger & Sons
913 Broadway
New York

FIG. 5—JEWELRY BEGINNING TO REALIZE A REFINING TOUCH



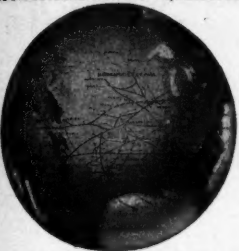
Uneeda
Milk Biscuit

A little more body than
other milk biscuits,
slightly more
satisfying. A very
fine, with anything
at their best without.

5c in the Standard Package

FIG. 7—A REAL ACHIEVEMENT IN 1903

**The Resourceful
Rock Island States of America**



Portions of them—all in the flood tide of opportunity.
A fact or two will help you to appreciate their importance:
Nearly one-half of the live stock and more than one-quarter of
the population of the country are in Rock Island States of America.
One-third of the public lands are in Rock Island States of America.

The Rock Island System is growing.
With you grow with it?
Along the thousands of miles of track are opportunities for the
business man, farmer and manufacturer. They are waiting for
you—for the man wise enough to see them and
energetic enough to grasp them.

Send to-day for free Illustrated Souvenir.

JOHN HUBERTSON,
Manager, Traffic Manager, Chicago, Ill.

FIG. 8—REAL POWER HERE

year 1898. At first glance the reader will probably think that this ad is only a few days old. It is strikingly attractive and undoubtedly as interesting to the

woman of to-day as it was fifteen years ago. Notice that the lady is very much in style even with the 1913 creations.

In the magazines of 1903—ten years ago—we find the Uneeda Milk Biscuit ad (Fig. 7). Here is where we see the advance of half-tone engraving and its application to advertising. Think of it! Just fifteen years before this the half-tone was unknown to advertisers.

The feature of this Uneeda Milk Biscuit ad is its courageous, novel and compelling arrangement of display. This poster idea is very much in evidence to-day.

Also in the year 1903 the Rock Island Railroad ran the ad shown as Fig. 8. This ad is so good in conception, in copy for body and heading, and good in display that it is a mystery why it was ever discontinued. It is certainly a winner of its time.

During 1908 the Ostermoor company did considerable advertising. The ad shown as Fig. 9 is one of the best in the magazines of 1908 and would undoubtedly bring results if used to-day.

The Spirit of Missions

Published since 1836.

The Illustrated Magazine
of the Episcopal Church.

By reason of its pictures unique. By the strength of its printed word exceptional.

Possessing a subscription list that is distinctive. A veritable social register.

Its subscribers have, by the loyalty of their affections, stood by it generation after generation throughout the 77 years of its existence.

Those who donate funds to missionary work find in THE SPIRIT OF MISSIONS a convincing chronicle of results, results made possible by their liberality.

It is read and kept.

Average monthly paid circulation for
last nine months as audited by A. A. A.,

43,759.

Distribution—Eastern States, 64%; Central, 26%; Western, 7%; Foreign, 3%.

You should have rates and data on file; a postal will bring them.

CYRIL D. BUCKWELL, Bus. Manager, 281 Fourth Ave., New York.

**To know about the
BRITISH MARKET
and what are your
opportunities**

write to the

PAUL E. DERRICK

ADVERTISING AGENCY LTD.

34, Norfolk St., Strand, London, W.C.

The only resident American Advertising Agent in Europe. Eighteen years' successful British Experience. An organization which has been built up wholly in a spirit of co-operation with its clients.

Our influential American clientèle is explained by our intimate knowledge of American Conditions and Business Methods plus our exceptional British Advisory and Advertising Service.

Our large and rapidly growing British clientèle is a further confirmation of the Valued Co-operation and Service Economy of our complete advertising organization, which includes:—

Sales Promotion,	'Bus Advertising,
Press Advertising,	Street Car Advertising,
Bill-posting,	Printing:—Posters,
Railway Advertising,	Show Cards, Booklets.

through the original use of type and cuts (Fig. 4, 5 and 7). Others are strong because they appeal to the instincts of man, such as self-preservation, love, comfort and the happiness of those dependent upon him.

Now compare Fig. 10 with Fig. 1.

The Mellin's Food ad appeals to mothers and fathers through instinct of love and the desire to raise a strong, healthy and robust child.

The Savage Automatic ad of 1913 appeals to husband and wife through the instinct of love and the desire to make the home a safe place to live at all times. This Savage Automatic ad is about the most powerful ad of the present day advertising, and is worthy of much study. It is vital; it is appalling; it is convincing.

The full page Crisco ad (Fig. 11), taken from the *Ladies' Home Journal*, is another compelling ad of 1913. It is effective in the handling of cuts. It is powerful in the connection of headline and top cut, and if you don't think the copy is compelling in conviction, ask your wife.

This Crisco ad is also very ably balanced in color values. All-in-all it is a masterpiece of modern salesmanship-in-print that was conceived and planned for a modern woman.

An article of this kind could hardly be complete without mention of the Prince Albert tobacco campaign. One of the ads is shown as Fig. 12.

The Prince Albert ads are powerful through originality of display, originality of copy (which has had more imitators than the tobacco), and last, but not least, the ads are powerful because someone has had the nerve to use large space and lots of it.

Buckhout Joins "Snappy Stories"

H. A. Buckhout has left *Outdoor World and Recreation* to take the position of Eastern advertising manager of *Snappy Stories*.

The annual outing of the Representatives' Club, of New York, will be held early in September.

The Real Farmer Advertisers Must Reach

The Farmer as a Rule is Personally on the Job—Must Heed Teachings to Make Living—Determined to Live Well

By Joseph E. Wing

Assoc. Editor, *Breeders' Gazette*, Chicago.

I BELIEVE, and will ever maintain, that the American farmer is the most remarkable man on earth. His cousins in Australia and New Zealand are much like him because they came of the same stock and were developed by similar processes. They came up against similar problems and faced things and fought their way and conquered. That is what develops character and is what has made the American farmer what he is.

Primarily he is a laboring man and a caretaker. He learns when only a boy to care for pigs and calves and fowls, he learns the pleasure that follows duties well done. He is a saving man. Agriculture has not been in the past a thing of great profit. Farmers did not make money, they saved money.

I am sure that this will be a shock to many who have believed that farming was a road to wealth. True, it was a road, and is to-day a road, but more from the opportunities of investing one's own labor and saving the results than from its inherent profitableness as a business venture. What I mean is that the farm is unlike the factory; in the factory one sets laborers to work, he makes a certain amount from the labor of each one, he estimates then his profits quite accurately, in normal times, from taking account of the men employed and the output that they deliver him. His study is of efficiency and markets. Now in a sense the same things are true of the farm. It also employs labor and from the labor there should come profit, maybe large profit, but the farm that is man-

aged entirely by hired labor, as the factory is managed, is not as a rule financially very successful. There are several reasons for its lack of success. The difficulty of giving superintendence to labor scattered over the large farm is great. The difficulty of hiring efficiency is great. "Hired men are not what they used to were," the farmers say, and that is true to a considerable degree. The old-fashioned "hired man" was up before daylight and out to the barn. He took personal interest in the work, he sat at the farmer's fire-side of evenings, he married the farmer's daughter, like as not. He was much more than a laborer because he gave such deep personal interest to his work. There remain many such men to-day, but, alas, there have come also a larger class of timeservers who need almost constant supervision, who work on factory hours because they can now hear the factory whistles. They are no longer, as a rule, taken into the farmer's family, they live apart and take less interest in the work. It is the farmer who is himself personally "on the job" all the long day, and early and late as well, who really makes money at farming.

THE FARMER AS A BUSINESS MAN

Even then, if one would credit him with what his superintendence and labor are really worth and what he has invested, the farm would not be found making very much money. I tell these things because they are literally true and because the opposite thing is believed so universally and thus there is tendency to lay burdens on the farmer that he ought not to be asked to bear. His profit as a farmer comes from his living, his home and lawn, his use of the cows, horses and occasionally the automobiles of the farm, his profit is from the living that he gets, that and the chance that he has to train his boys to work. Laugh if you will, you townman, that chance to train a boy to habits of steady industry is worth a very great deal, whether the boy remains in the country or not he is richly endowed if he has

MR. HAMMESFAHR



and Mr. Fuller of Collier's, Mr. Fontaine of Popular Mechanics, Mr. Sample of Engineering and Mining Journal, and Mr. Chandler of Munsey's are now living at Oakland Gardens, Rye, N. Y., where I found the nicest little bungalow proposition around New York. If you live in the city in 'he winter and want a seven months' residence in the country with little or no care, you should see the bungalows we have erected. They are five minutes' walk from the finest beach in Westchester County; seven minutes' walk from the trolley, and it is only forty minutes from Grand Central Station to Rye Station.

Inside of a year and a half, out of one hundred and four lots, twelve plots remain on which to build. They range in price from \$900 to \$1100. I also have a furnished bungalow with seven rooms and bath, and a garage for two cars for sale. It is on a corner lot with sixty feet of frontage on the main street, \$500 down and the balance in installments. Price \$4400.

If you want a summer's fun, you can get it here. I would like to show you some of the photos I took last season. We have our own tennis court, the Apawamis Golf Club is near the station and we are just a mile from the American Yacht Club. The advertising men who are now enjoying the summer at Oakland Gardens are our best recommendation. There is no reason why more of us should not have good times at Oakland Gardens. If you are interested in buying a bungalow will you write me in care of TOWN & COUNTRY. J. H. Livingston, Jr., 389 Fifth Avenue, New York City.
(Advertisement)



learned to work steadily and continuously with no repining or lamenting.

Now, do not misunderstand me to say that the farm is a poor investment and farming a poor business, for I do not mean that at all. The well-managed, well-selected farm pays. As time goes on we hope that it will pay better. The modern farmer is a student. He may not look it but he is, a student of soils and crops and animal feeding. He comes home at noon and finds that Uncle Sam has left him his mail, among the items is a bulletin on soils. He reads it with intent care. "Gosh," he exclaims, "Hopkins says that there is only enough limestone in our soil for 23 crops of alfalfa. I guess I am up against laying in more limestone," and he is a sure customer for a lime spreader and some carloads of limestone dust. He listens, he heeds, he applies, to-day, the teachings of the stations. That is why he is getting results better than were seen twenty years ago, even on the newer soils of that time.

He is an omnivorous reader, this farmer. He takes his *Breeder's Gazette*, his local paper, his city daily, the *Saturday Evening Post*, probably half a dozen of the smaller farm papers, his *American* or *McClure's* or *Harper's* magazine, or all of these. He does not read many books, how can he, he has so many periodicals to read and really so little time for reading.

This sketch of the farmer would be most incomplete if I did not mention his versatility of talents. He is an artist with the monkey wrench and never hesitates to take apart and repair any farm machine. He is a plumber and fits pipe and repairs pumps. He is a surveyor and takes his level and goes out to see if he can drain that pondhole in the west forty. He is an engineer and runs his own gas engines and repairs them. He is, further, a student of soils, a cultivator of plants, a student of animal life and nutrition, a caretaker of all the thousand and one details of the farm. That is why I have called him the most won-

derful man in the world to-day, his training has developed so many sides of him.

THE FARMER'S BUYING VIEW-POINT

What of his buying powers and propensities? There has recently come over the American farmer a change of spirit. He is not the same man that he was even 20 years ago. He no longer seeks to expand his acres, because as a general thing that is no longer possible. True, he tries to grow more on a given area, and succeeds at that right well, but there are no longer new lands for him to conquer and he feels it. He is determined to live well at home. His family is smaller than his father's family was. No one can tell why, but it is in the order of things. His wife is, like as not, a girl with a high school or even a college training. She goes to a club or two and there talks of travel, art, education or books. At the club the meek little farmer's wife meets the more prosperous ones. They come, quite largely, in automobiles. As they meet at each other's homes the meek one sees the bathroom, the fine, new kitchen, the other comforts and conveniences of the modern home. Her husband hears of these things and modern husbands err if at all on the side of ultraliberality to wives and children. The result is that the meek woman has her home remodeled, the sleeping porch is put in, the bathroom, the new range with hot and cold water, the air pressure tank is in the cellar.

It almost seems to me that the modern farmer goes to the extreme in providing house comforts and conveniences. He is sure to have electric lights or gas, and sometimes I wish he would first better appoint his factories (his barns), for making profit, with concrete floors, water, siloes and all that. But these, too, are coming fast.

Now come we gingerly to that much discussed topic, the automobile. Chiefly, the automobile is getting to be owned in the country. Take my word for it, those farmers who do not now own

automobiles will purchase them next year or the year after. The farmer is peculiarly fitted to utilize the automobile. He is an engineer and can soon master its machinery. He has fine garage room. He does not mind getting dirty in taking care of it. He drives it, usually at moderate speed, so gets long use of tires. Immensely he adds to the happiness and breadth of view of his family as he takes them to see the neighboring countryside and on occasional trips to other countries or even to other states. The automobile is supplanting, maybe, the country church, but one can imagine that to ride gently and reverently through a countryside in June or in August would really lead one to have more intimate acquaintance with the great Creator than to sit and hear some sermons that we have heard.

Nevertheless, one must consider that when the automobile is purchased that signifies to a degree the relinquishment of the old ideal of saving money to buy a farm for

the boys. It is a changed man, this farmer of to-day. He is going to live as he goes, as best he can, and surely one must grant him the right.

I know of no sight more pleasing than to see the farmer come out of the field at six in the evening—few work later than that nowadays—duck under the new shower bath, wrestle with a starched shirt a while, emerge to the dining-room for supper, then rolling out the six-passenger machine load up the family, one and all, and go driving gently over the landscape, hailing friends and acquaintances, calling perhaps at the post office for mail and at the store for binder twine, then lighting up the lights, and motoring gently home again, fanned by the delicious air of nightfall.

Buys Florida Daily

The Metropolis, of Jacksonville, Fla., was sold last week to George A. McClellan, of Indianapolis, formerly owner of the Indiana Star League, and later owner of the Indianapolis Sun. The consideration was said to be \$275,000.

80,000 Homes in Wisconsin

In Which The 15 Papers of The Wisconsin Daily League Are Read

Each paper covers its entire field, and will co-operate fully with the advertiser.

Wisconsin is first in dairy products—leads the United States.

Wisconsin products are diversified, and it's the best all-around state in the union for your advertising.

Antigo Journal

Appleton Crescent

Beloit Free Press

Berlin Journal

Chippewa Herald

Eau Claire Leader

Fond du Lac Commonwealth

Janesville Gazette

La Cross Leader-Press

Madison State Journal

Manitowoc Herald

Marinette Eagle-Star

Oshkosh Northwestern

Racine Journal-News

Wausau Record-Herald

Ask for sample copies and rates covering your campaign.

Wisconsin Daily League

H. H. Bliss, Secy.

Janesville, Wis.

The Little Schoolmaster's Classroom

IN spite of all the legislation and agitation against "gun-toting" and all the warning about the "unloaded" firearm, considerable of the revolver advertising during the last year or so has had a good ring to it. The arguments advanced in favor of protecting the wife and the home against the housebreaker and possible murderer have appealed strongly to a good proportion of the heads of homes. Down under the surface there is something in the red-blooded man that responds to the suggestion of meeting force with force, of resisting to the death those who would invade his castle.

But society is viewing the blotting out of human life with growing disfavor. Dueling, once looked on as being the proper way of settling certain differences, is no longer fashionable. The sentiment against capital punishment for even the most ghastly crimes is growing.

So it seems that the current copy for the Iver Johnson hammerless revolver, quoted herewith, is a rather bloodthirsty suggestion:

What is a burglar? A degenerate—a cowardly, sick-minded degenerate who prowls at night like a rat—in bedrooms of women and children—tense, cringing, always a deadly menace—as deadly as a poisonous snake or a mad dog.

The weakest sentimentalist attempts no defense of the burglar—he is outside the law—to destroy him is a stern duty to society.

There are probably not many thoughtful people who would contend that it is "the stern duty of society to destroy the burglar as if he were a poisonous snake or a mad dog." Furthermore, the laws of this country permit a citizen to shoot another man only in self-defense. A jury is likely to be easy on a man who fires on and kills a burglar found in his home, but it is the idea of the law that such a lawbreaker will be held up and captured, if possible, rather than murdered. The burglar is a human being with a

soul. Not all of such criminals are beyond repair. There are men who have broken into homes and stolen for reasons that palliated their offenses, even if they did not excuse. Then, too, the records show that many people have been shot down as burglars who were not actually burglars. The revolver advertiser who encourages summary destruction is not himself serving society well. There will be plenty of hasty, regrettable killing done without such encouragement. And this criticism is not written by a mollycoddle, but by one who has always believed in and used firearms of various kinds—one who owns an Iver Johnson!

* * *

'Tis odd what trade phrases some advertisers can figure out for themselves. Here is a maker of supposedly high-grade clothes who has a trade-mark that depicts an old tailor at work on a pair of trousers, with the accompanying wording, "A Stitch in Time." Fine for a repair shop, but a weak suggestion for new clothes.

Right close to the advertisement in which this trade-mark appears is another exploiting "Cats-Paw" rubber heels. The name is good, because it is suggestive of a quick, soft, sure tread, like that of pussy cat. And the phrase, "The Heel With Nine Lives," is good, too—not that the reader believes that the heel actually has the wear of nine ordinary rubber heels, but because the saying is an old one and, particularly in connection with the name "Cats-Paw," bears out the idea of durability.

Of course, the reason that many advertisers are to-day using rather inappropriate trade-marks and trade phrases is that they started with these things many years ago, when it was thought to be the proper thing to be very cute or novel in all your advertising. Having started with a slightly wrong idea and built up business

on an inappropriate mark, it is sometimes a nice question as to whether it is good business to abandon the old name or phrase and adopt something that really fits the product. Sometimes a desirable change can be brought about by carrying both the old mark and a new mark for a while and gradually letting the old phrase go out of use.

* * *

"What's going to happen to the small advertiser in the future?" asks another reader, who follows his question with the argument that the well-known advertising agencies can't give much attention to the advertiser who spends only five thousand to twenty thousand dollars a year.

The Schoolmaster believes that such advertisers will be helped by the growing tendency among advertising agencies toward more specialization and more service. No one who has watched the agencies closely during the last ten years can fail to have taken note of this tendency. The time will probably come when the agencies will ask a retainer from small advertisers who are likely to continue small advertisers for a long time, such retainer, fee, or salary to be in addition to commissions earned. In addition, there will be more and more a tendency on the part of alert business heads, even if the advertising appropriation is small, to put in as good a man as the business can afford, have him camp on the job permanently, find out what's what and make the most of the opportunity. Here is a big field for the newcomer of good qualities who can serve at \$20 to \$30 or \$40 a week.

* * *

He was what you might call a "service solicitor" for a large newspaper in a city of 600,000, and he had about twenty clients among the smaller retailers and the specialty stores that he was conscientiously trying to assist. And he was telling the Schoolmaster his troubles:

"Here is a shoe store, for example. It is just an average good shoe store. The stock shows up

Did You Read Printers' Ink March 27?

Grafton B. Perkins said, "The higher duty on Mats and Electros in Australia and Canada makes it more economical to have plates prepared in those countries."

The saving you'll make by having your plates made in this Canadian plant is $3\frac{1}{4}$ cents a column inch.

Your plates will go out on time.

Rapid Electrotypes Co. of Canada

*"Plates that Print
and Wear"*

Montreal, Canada

pretty well and the service is generally good, as is also the location. Windows are taken care of well. But there is nothing extraordinary about the store, and I don't see how the proprietor can make it so. For that matter, only a few businesses can be extraordinary while our job is to see that all the stores advertise continuously.

"Now, please tell me what I can do to make the advertising of this shoe store stick out strongly. The advertiser is not unreasonable. He does not expect to have people coming in every day and mentioning seeing shoes advertised. But he wants to see some results from his publicity, and he believes that darned little now comes from his newspaper work. When he cuts out advertising no drop is noticeable. And to be honest, I have to say that I don't believe he is really getting back what he puts out. In my heart I believe that his windows are doing most of his work for him. Of course I believe in cumulative effect for an advertiser of this class, but the advertiser gets rather weary of our cumulative argument when he can't see that his newspaper display work brings him sales that amount to anything.

"Of course I know you will say that his advertising ought to be more distinctive, but how can a fellow like me make fifteen or twenty different stores look distinctive in their advertising? The stores aren't distinctive to start with. They are just average good stores. What's the answer?"

This knotty problem reminds the Schoolmaster of a little discussion that once took place in which William C. Freeman, William H. Ingersoll and others took part. "The writing of copy," said Mr. Freeman, "is a simple thing." "Yes," said the man behind the watch that made the dollar famous, "it is and it isn't."

When you get down to it, the working out of a style of copy that will have distinctiveness and individuality to it, and that will regularly draw the attention of a good proportion of the readers of a newspaper to what the adver-

tiser has to say is no mean job. There is too little individuality to the greater part of retail advertising. As the service solicitor pointed out, the difficulty in the first place is that the stores themselves are not distinctive. The merchants owning them are, for the most part, just merchants of ordinary ability. And it is some job to do extraordinary advertising for an ordinary store. It may go for a while, but the public is not long in seeing through it. Sometimes it happens that extraordinary advertising really forces the ordinary merchant to brace up and get out of the general crowd—to become an extraordinary merchant. But the result would be better if it could be worked the other way; that is, if the merchant would first set out to do a distinctive business and then advertise his distinctiveness and individuality. For another thing, the distinctive merchant, the store of individuality, has no easy job in finding someone able to interpret and picture that individuality to the public. Now and then the merchant himself has a turn that way and can picture himself to the reading public as he shows himself to the customer in the store. Very often he has to buy considerable of the time of a keen advertising man in order to get this interpretation.

* * *

There is no getting round the fact that the greater part of the retail advertising is commonplace and lacking in individuality. Eliminate the much-discussed bargain features from retail advertisements and most of them would be left rather flat.

But stores are not mere houses in which merchandise is stored. The people running a store create the public impression. Their policy, their service, their individuality, make the store what it is. And the Schoolmaster believes that as time goes on the problem that the service solicitor puts up will be solved partly, at least, by striving for copy that paints the individuality of the store—that makes the readers feel that real people rather than a building and

a stock of goods are advertising. People go to certain stores not so much for the merchandise actually offered on any given day as they do because of the general impression they have of the store; and impressions of a distinctive character can be created only by distinctive advertising.

Furthermore, the Schoolmaster believes that in the coming days we shall see writers making more of the news element that is in good merchandise. There is as much interest for the business man in good office equipment as there is in late news from the Panama Canal if we can only find the right point of contact. There is as much attraction for the housekeeper in the best foods and house furnishings as there is in the society items. The writers of copy for women readers have, as a rule, become much more expert in finding and playing up the news element than have writers of other kinds of retail copy. This result has been helped along by woman's greater regard for style, etc.

* * *

They may look as if they were rather crude and antiquated forms of advertising, but the little tin signs tacked along the country roads advertising this dealer's lumber yard and that man's fertilizer accomplish that desirable thing in advertising practice—making the name of the product or the dealer familiar to the buying public. The Schoolmaster has run across recent instances which prove that these little tin signs, though they afford tempting marks for everybody who wants to throw a rock or shoot at something, do good work for certain advertisers.



Trade-Marks

**Designed
Registered
Protected**

TRADE-MARK TITLE CO.
222 P. D. Bld., Ft. Wayne, Ind.

Keramic Studio, SYRACUSE N. Y.

IS A LIVE CLASS MAGAZINE

which goes to interested subscribers all over the world. Small circulation? Yes, but it goes as direct to the people that you wish to reach as though you had used your own mailing list, providing you are a manufacturer or dealer of any of the goods used by the china decorator or potter.

Va.—BRISTOL—Tenn. On the State Line

Distributing point for the territory between Roanoke and Knoxville. A Strategic Point for Your Advertising.

ONLY ONE PAPER

THE HERALD COURIER

Reaches all the people. It's a good medium for you

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 125,667. Rate 35c.

Advertising Copy and Plan Man

A leading New York agent is ready to employ, at a good price, part of the time of a man with original ideas in copy-writing, plan making, etc., for general advertising, booklets and follow-ups—a man who can work in a confidential position and take advantage of his opportunity. Something a little new is wanted—service which will not only be of value to the accounts in hand, but to the development of new business as well. Address "L," Box 86, Printers' Ink.



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

The value of the Advertising Service which we render our clients—cannot be gauged by price or superficial scrutiny, but only by the actual results—the sales increase which we have been able to bring about. Write on letterhead for Portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for twenty-five years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

ST. PETERSBURG (Fla.) Eve. Independent—only newspaper in the world that gives away its entire circulation free every day in the year the sun does not shine upon its office. Clean, live, up-to-date. Intelligent and prosperous readers. Advertisers get results. Weekly Edition Thurs.

ART WORK

Illustrations

Your ad. illustrations, cartoons or decorative art work must have snap and sound execution. Parcel Post sends drawings flat, at a minimum, anywhere. Send for sample proofs and terms. **R. J. BIEGER**, 2016 Allen Ave., St. Louis, Mo.

AD. WRITERS

Jack the Jingle's best of fads is writing rhyming business ads. Of pith and point to make you think. Address him care of Printers' Ink.

BILLPOSTING

Outdoor Advertising and Billposting placed where they will do the most good. Guaranteed service. S. E. Penna. my territory. **THOMAS ADVERTISING CO.**, 120 Broad St., Kenneth Square, Pa.

8¢ Posts RI

Listed and Guaranteed Showing Good Locations Mostly individual boards. Write for open dates. Standish Adv. Agency.....Providence R.I.

BUSINESS OPPORTUNITIES

A VERY UNUSUAL OPPORTUNITY is open to a man of the requisite character and ability to secure a half interest in a well-known and successful special agency. Refer to Box 957, care of Printers' Ink.

Man Wanted

If you are a man with sufficient knowledge and experience in the advertising agency business to fully and completely handle an account, beginning with the solicitation to the proper ordering and placing of the advertising; if you know mediums and circulation; if you believe in the square deal principle; and last, but not least, if you now have one or more accounts which you control, you have an opportunity to connect, on an attractive basis, with a small, live wire Chicago agency, strong financially, now serving a very select clientele. Here is a **real** opportunity, but don't waste our time or yours unless you can qualify. Box 961, care of Printers' Ink.

FOR SALE

FOR SALE—THE THREE-DECK GOSS PRESS

on which the Daily Pantagraph is now printed; is in perfect running order; only reason for selling is that our growing circulation demands a faster press; price \$5 000; terms to suit purchaser; write for particulars; come and see it in operation. THE PANTAGRAPH, Bloomington, Illinois.

HELP WANTED

ADVERTISING REPRESENTATIVE
WANTED to cover middle states and Eastern territory by established Pacific Coast class journal. Salary \$50 and expenses. Give references. Address Box 934, care of Printers' Ink.

NEWSPAPER of established circulation in Eastern city wants circulation manager. Excellent opportunity for young man experienced as assistant circulation manager seeking opportunity to show ability. Address Box 960, care of Printers' Ink.

A Manufacturing Company

wants a man with ambition and real ability to take charge of its force of salesmen. Must know how to get results and be willing to work. Box 992, Printers' Ink, New York.

Assistant Wanted

I am looking for a bright assistant who has had some practical experience writing copy. Excellent opening for right young man. Address, giving FULL DETAILS, including salary, and samples if possible, MANAGER, Box 962, Printers' Ink.

Can You Qualify?

We want a practical mechanical man who understands railway shop practice; one who knows good work when he sees it, who can take photographs showing clearly what is being done—and who can write advertising copy forcefully, accurately and concisely describing shop work, the work of machinery and machine tools. Railway experience desirable. State age, experience and salary expected. Address *Railway Age Gazette*, Transportation Building, Chicago.

PATENTS FOR SALE

I HAVE VALUABLE PATENTS (claims allowed and pending). I will (1) sell U. S. rights; (2) give one half foreign interests to reliable party who will pay for foreign patents. It pays to investigate this. Box 959, Printers' Ink.

POSITIONS WANTED

ART DIRECTOR; advertising manager; ability and experience; want employment. A large field with a substantial mg. or publishing concern is desired. Box 957, care Printers' Ink.

ADVERTISING SOLICITOR wants position on magazine, or will represent magazine in Middle and New England States as manager. References, present employers. Can get you results. Address Box 964, care Printers' Ink.

CAPABLE ASSISTANT—Advertising Man, 29 years old, experienced in newspaper, magazine, out-door advertising and printing, is open for engagement in advertising department or agency. Box 956, care of Printers' Ink.

CAPABLE, ENERGETIC, clean-cut young man of 24, Wisconsin University graduate, I. C. S. training, intensely interested in advertising and insatiably hungry for this work, desires advertising position offering large opportunity. Address RICHARD JOSLIN, Mauston, Wis.

ASSISTANT TO ADV. MANAGER

Young man, 23 years, wants position with future. Quick worker, clean habits; 5 yrs. practical business experience. Now sup' of small broad-silk mill. High school graduate; I. C. S. advertising student. Good copy writer; effective display ideas. Living salary to start. Address Box 966, care Printers' Ink.

I SEEK A BETTER POSITION

as present one lacks opportunity. Over sixteen years' business experience gives me exceptional command of problems in Advertising, Selling, Production and Distribution. Mental qualities, ideas, initiative, and ability above ordinary. Skilled in newer fields Publicity. Capable executive and able writer. Age 35. Address, G. L. WEBER, 5406 9th St., Washington, D. C.

Sales Promotion**EXPERIENCED EXECUTIVE**

Having had eighteen years' experience in selling merchandising, advertising, managing salesmen and an office force. Can refer you to the house that I am connected with at this time. Will you grant an interview when I can submit proofs? Salary \$3,000 a year. Address Box 963, care Printers' Ink.

Advertising and Sales Manager

caught by business failure desires immediate connection. Eight years with national advertisers and as agency copy writer and solicitor. Produces strong copy and layouts, knows how to buy and use space, cuts and drawings, plan catalogs, etc. Excellent references. Address, MANAGER, P. O. Box 408, Chicago.

Some Live Firm Needs Me

Specialized in commercial subjects and graduated from Columbia University 12 years ago. Have traveled extensively and lived in the East, West and Southwest. Know the people. Have prepared successful newspaper and magazine advertising, circulars, follow-up and catalogs. Can investigate and analyze a business so as to write copy that gets results. Know printing and engraving from bottom up. Am not afraid of work. Will start at moderate salary with the right people. Address Box 955, care Printers' Ink.

PRINTING

Printing Buyer's Opportunity

A carefully planned private printing plant is so situated that it can now handle outside work at unusually attractive prices. Catalogues, booklets, office forms, etc. Have the facilities and ability to turn out fine work. Give us an opportunity to figure with you. Address E. R. PHILLO, Elmira, N. Y.

REPRESENTATIVE

Let Me Represent You In Indiana

My experience is practical in all branches of advertising. Successful salesman, correspondent and a strong, convincing writer of successful wholesale and manufacturing sales campaigns; age 31; married. I am capable of representing a big concern. Have been sales manager for well-known Indiana manufacturer for the past nine years, but my limit has been reached. My preference is to locate in Indianapolis as a branch manager, or with a manufacturer in the Middle-West. Box 963, care Printers' Ink.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

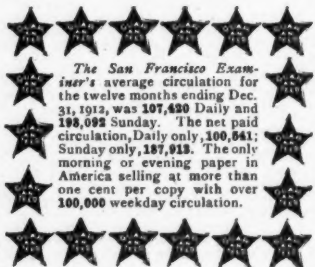
ARIZONA

Phoenix, *Gazette*. Average Mar., 1913, 6,276. daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,361. Largest morning circulation in Los Angeles.

San Diego *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The San Francisco Examiner's average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 198,092 Sunday. The net paid circulation, Daily only, 100,841; Sunday only, 187,918. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,088; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1912, Daily, 8,130; Sunday, 7,978.

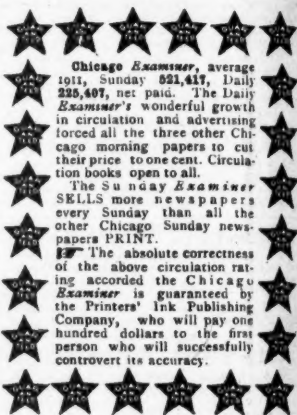
DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 68,804 (☉). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,369.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,891; Sunday, 10,449.



Chicago Examiner, average 1911, Sunday 821,417, Daily 225,407, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average June, 1913, 19,362. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1912, daily, 9,876; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader* (av. '12), 36,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 56,172—35% larger than any other Iowa paper. Supreme in want ad held.

Washington, *Ev. Journal*. Only daily in county. 1,976 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,986; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U. S. P. O. d'y & Sun., Oct. '12, Mar. '12, net cir. 48,628.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Net average for 1912, daily 19,026. Sunday 7 telegram, 19,520

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 89,046. For June, 1913, 74,403 dy.; 56,476 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 323,915.

Advertising Totals: 1912, 5,642,511 lines

Gain, 1911, 266,450 lines

1,736,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. June circulation averages of *The Boston Post: Daily Post*, 423,367, *Sunday Post*, 512,251.

Lawrence, *Telegram*, evening, 1912, av. 3,986. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,883; 1911, 16,987; 1912, 18,332. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., 12,30,367. The "Home" paper. Larg'est ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, aver. 1st 1/2 1913 daily, 10,415; Sunday, 11,404. Quality circulation. In 1912, led its competitor in both local and foreign business; proving that a clean, home newspaper, eliminating all liquor and objectionable ads., pays both Publisher and Advertiser. Reports to U. S. Examination by A. A. June 24, 1913. Send for rates and reports. The *Patriot* has both quantity and quality circulation.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 106,250.



Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily *Tribune*, 100,134; Sunday *Tribune*, 142,981.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 125,483.

NEW JERSEY

Camden, *Daily Courier*. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,935.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 31,326; '09, 19,052; '10, 19,338; '11, 20,116; '12—31,989.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,166. It's the leading paper.



The Brooklyn *Standard Union*. Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,466.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 64,496; *Enquirer*, evening, 37,152.

Buffalo, *Evening News*. Daily average, three months, 1913, 100,496.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

Schenectady, *Gazette*, daily. A. N. Lacey. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, *Daily Sentinel* (e.), av. Apr'l '13, 4,550. *S. m. Weekly Sentinel*, av. April, '13, 6,380.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,494; Sun., 124,266. For June, 1913, 114,224 daily; Sunday, 143,326.

Youngstown, *Vindicator*. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 22,665 average, May, 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,233; the Sunday *Press*, 178,658.

Washington, *Reflector and Observer*, circulation average 1912, 13,060.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 15,185. In its 41st year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 19,124.

York. *Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1912, 4,590.

Pawtucket. *Evening Times*. Average circulation for 1912, 21,097—sworn.



Providence. *Daily Journal*. Average for 1912, 24,455 (©©). Sunday, 24,777 (©©). *Evening Bulletin*, 23,347 average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 5,449.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1912, 3,599.



Columbia. *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 15,025. March, 1913, average, daily, 20,450; Sunday, 20,180.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.) Aver. May, 1913, 6,267. June, 1913, ave., 6,243.

WASHINGTON

Tacoma. *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma. *News*. Average for year 1912, 20,595.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,065. Established over 40 years ago.

Janesville. *Gazette*. Daily average, June, 1913, daily 6,088; semi-weekly, 1,837.

Racine (Wis.) *Journal-News*. March, 1913, Average circulation, 7,035.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1912, 48,327 daily. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av. '12, 19,193.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE *Boston Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,586 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,119 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, own circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **OO**.—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, 43,804 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Island Printer, Chicago (OO). Actual average circulation for 1912-13, 17,266.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (OO). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 263 Broadway, N.Y.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Dramatize Your Selling Points With Motion Pictures

The new and novel force in advertising that is compelling the attention of the advertising world and enterprising advertising men everywhere.

Motion Picture Advertising means, bringing your factory to the consumer. It is the crystallization of human interest in advertising—depicting *action* every minute.

Motion Picture Advertising can profitably be used by every manufacturer, forming a necessary auxiliary to one's present advertising work.

Motion Picture Advertising enables the densest mind to grasp and understand the most intricate manufacturing processes and *proves* your selling points without argument. The impressions gained are indelible, because motion picture ideas remain indefinitely in the public's memory.

Motion Picture Advertising gives a new, live view-point to your merchandise and enables your distributors to secure for their own sales force a more intimate knowledge of the different steps in the manufacturing of the merchandise

they sell. It is a short-cut to a thorough manufacturing education for jobbers, salesmen and retailers' clerks.

Essanay Films are the best for commercial use because we have developed the commercial possibilities to the highest degree. A special department of our business is devoted to it. Our lighting equipment and other apparatus is the most powerful and enables us to take the most difficult subjects. We have had years of experience in commercial motion pictures, and have the facilities for imparting into the pictures the human interest that evolves into strong selling ideas.

If you will communicate with us, we will gladly give you a detailed analysis on motion picture advertising, formulate a feasible plan and show how it can be operated to profitably apply on your proposition.

We have a sales specialist in our organization who has made a researchful study on the application of motion pictures to sales building. He will, at your request and without obligation suggest a plan for your consideration, based on knowledge and experience of what has already been accomplished for many varied manufacturing enterprises.

Write us today.

Commercial Department



FILM MANUFACTURING COMPANY

First National Bank Building

Chicago, Illinois

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CO-OPERATION COMPETENCY ORGANIZATION

EXPERIENCE AND UNUSUAL SERVICE

have built our business to its present proportions. Have you any printing problems in mind? Call or phone 4090 Chelsea, or we will send a representative.

¶ We insert here a few quotations from "A Feather in Our Cap." While you think of it send for a copy NOW.

"I cannot give you any stronger commendation than to say that for the brief period of a few months we were wooed away by the attractiveness of another printer's price, but we soon found the error of our ways and we are glad to get back with the printer upon whom we know we can depend at all times."

"There may be several concerns in the front rank besides The Charles Francis Press, but I do not recall their names at the moment."

"We doubt if there is another printing establishment in New York City that could render as satisfactory service."

"I should certainly feel that you had not been well paid for this work, if I had not sent you this acknowledgment because good printing requires something more than money by way of compensation."

"Everything that you have done for us has been very satisfactory, and we feel sure that anyone who needs anything in your line can count on getting an attractive and satisfactory job."

"Only the best work fills our requirements, and in this connection I am pleased to tell you that what you have already done for us has been most satisfactory."

CHARLES FRANCIS PRESS SERVICE

FRANCIS PRESS BUILDING
WEST 13th STREET, NEW YORK

Think for a moment on the mutual dependence which exists in human society.

How many lines of influence connect you with other people?

A little reflection along these lines will bring the thought of "Prestige" into your mind.

The character and standing of The Century Magazine; the character and standing of The Century readers, present an avenue of influence which can be appreciated, even if it cannot be measured.